



SIERRA MADRE NEWS

VOLUME 29, No. 19

SIERRA MADRE, COUNTY OF LOS ANGELES, CALIFORNIA

FRIDAY, FEBRUARY 1, 1935

Contractors Called Upon To Register

Housing Canvass Gives Many Leads On Home Improvement Work

John S. Billheimer, chairman of the Sierra Madre general committee of the Federal Housing Administration, today issues the request that all local contractors and craftsmen engaged in any part of the building trade, register as soon as possible at the Better Housing headquarters in the City Hall.

Today marks the beginning of the February better housing month all over the Nation, and local volunteer workers are well into their extensive campaign here. The statistical results of the first half of the local house to house canvass are being tabulated in the Monrovia SERA headquarters, and it is estimated that there have been several dozen "leads" established already which will provide jobs in home repair and alteration.

Under the registration setup contractors will register with City Clerk Waverly Pratt, and through rotation of blind numbers will be assigned contacts with information gained by the canvassers. Registration blanks, to be secured at the City Hall, include space for information concerning number of years residence in Sierra Madre and trade; whether willing to do contract or day work; city and State license number; whether member of NRA, and references.

Downtown merchants are requested to cooperate in the campaign by fixing window displays of better housing fixtures, tools, and illustrations of how homes may be improved at small expense. Advertising matter, and official FHA symbols, may be secured free through local headquarters.

California today has 122 housing campaigns actively under way, Billheimer states, and in every instance the preliminary results assure homeowners, merchants and craftsmen of profitable dividends if they do their share.

"FHA loans may be secured through the local bank," he states, "for innumerable types of improvement work. Among the hundreds of things considered 'built-in' equipment under FHA loan regulations are such items as water heaters, plumbing equipment such as new baths and showers, lighting fixtures, sprinkling systems, door stops and other building hardware—in fact a host of useful permanent features, which are sorely needed in hundreds of Sierra Madre homes right now if property values are to be kept up to a decent level."

FORUM JOINS IN DEMAND FOR THE BEAUTIFICATION OF CITY'S NEWEST APPROACH

Planting Of Shrubs And Trees And A Bridge Path Asked Of Supervisors

THE Sierra Madre Forum Tuesday night unanimously adopted a resolution commending the Southern California Horticultural Society's plan for county-wide highway beautification, and requested that the Board of Supervisors consider the planting of the West Central avenue extension as a part of the program. A further suggestion incorporated bridge paths and foot trails in the roadway improvement project, wherever such features were practical.

As chief speaker of the evening, Werner Rucht, head landscape architect of the county regional planning commission, stated that he believed the local project quite possible. He said that such work would fall under the jurisdiction of the County Forestry Department, which department should be glad to furnish trees and plants for the purpose. Labor would be secured through the SERA, but the necessary three-year maintenance of the planting presents the principal obstacle, Rucht said.

"Beauty is practical, ugliness is impractical," Rucht pointed out as he outlined the county's present beautification plans for the entire Southern California highway system. "Bad planning of cities, or no planning at all, is sheer stupidity which in time results in great financial waste."

"For too long we have thought of highways as mere strips of pavement, instead of considering them in relation to the entire right-of-way and the surrounding open country. Many tourists coming to Southern California for the first time are greatly disappointed by the fact that the actual vistas fail to compare with the Chamber of Commerce advertising. However, the highways here, if properly planted and planned,

Retreats At The Monastery Bring 140 Here In January

Father Alban Hickson, C.P., was host at the Mater Dolorosa Monastery Tuesday night to eight officers of the Layman's Retreat League at a banquet meeting. The report of the past month's activity was read, and it was revealed that 140 retreatants made the weekend pilgrimage here during January.

Last weekend the laymen's retreat was a successful event, with Judge Scott and Judge Agler among those present.

Local Artist In Recital At Pasadena

The Claramae Wilson-Stamm concert given Tuesday evening, January 29, in the beautiful ball room of the Huntington Hotel in Pasadena was one of the rare musical events of the season.

The Brahms Sonata, in the first part of the program, is one of the most majestic sonata written for the pianoforte and in interpreting it, Mrs. Stamm lost none of its deep tonal beauty. The sonata takes 45 minutes in performance.

The second half of the program was devoted to modern composers. And it is as an interpreter of modern music that Mrs. Stamm excels. She has caught the meaning of modern music in that it is a succession of tones much as modern writing is a succession of moods. As a tone colorist Mrs. Stamm can not be surpassed; she is able to make one tone ring through whole clusters of tones, just as she wills. She plays the modern music with complete authority and will, no doubt, continue to gather praise from discerning music critics as one of the finest interpreters of modern music in the concert world today.

Mrs. Stamm's Pavane of Ravel's and Et la lune descend sur le temple qui fut were perhaps the most outstanding successes of the evening. As an encore Mrs. Stamm gave Debussy's Le Cathedral Engloutie which was also played with exquisite appreciation of the musical content.

Acting as hosts and hostesses for the evening were Mrs. Fred Griebenow, Mr. and Mrs. Lee Shippey, Mrs. George B. Morgenthaue, Mrs. L. C. Denny and Dean and Mrs. Arnold Bode, Miss Catherine Bode and Miss Sarah Griebenow acted as ushers and Herman Livezey assisted at the door.

may be considered among the most beautiful in the world."

Telling of the plan for 600 miles of scenic highway, routed from Long Beach through the Sierra Madre range to the desert and past the San Fernando valley to the coast, Rucht expressed the hope that the Federal government would be favorable to similar projects.

"It is well to remember," the speaker continued, "that the man who was responsible for the most beautiful planning in the country—that of Westchester County in New York, is now President. That fact surely gives hope that city, county and State governments will be backed to the full by the Federal agencies in intelligent and comprehensive beautification projects. For such plans are of permanent value."

At present 43 states, including California, have State planning boards to review all projects for the purpose of modeling entire territory on an all-comprehensive basis. In not envisioning future needs, and not thinking of each local project in connection with all other projects, there is probability of waste and ugliness, Rucht stated.

Frances Duncan Manning, secretary of the Southern California Horticultural Society, spoke on her organization's efforts in behalf of county beautification. She read a resolution passed by the Board of Supervisors pledging support to highway planning, and was optimistic about Sierra Madre's proposed project.

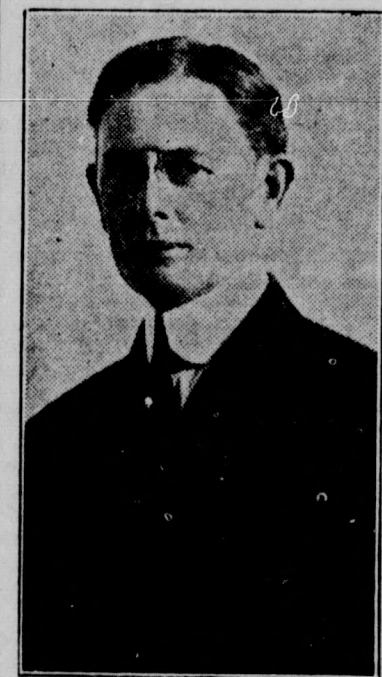
"There is no reason," she said, "why your plan here cannot be carried out, nor why it cannot be started right now."

The Forum also passed a resolution to extend the organization's most sincere sympathy to Mrs. W. J. Lawless. Mrs. J. H. Osgood, Planning Commission secretary who acted as chairman of the Forum meeting, voiced the feeling of loss the Forum members felt over Mr. Lawless' passing.

City Mourns Passing Of W J Lawless

Business Suspends As Councilman, Former Mayor Is Laid To Rest

William J. Lawless, former Mayor, city councilman, and long identified with the development of Sierra Madre, died on Saturday, January 26. In appreciation of his outstanding civic services the business men of the city paid



William J. Lawless

tribute to his memory by closing their stores from 2 to 3 o'clock on Wednesday, during the hour when the last simple and fitting ceremony marked his end. The services were held in his home, 506 West Grand View avenue.

Dean Arnold Bode, opening the Episcopal services with the familiar lines, "I am the resurrection and the life," gave a message of comfort and hope to the relatives and scores of friends who attended the ceremonies.

In a talk in which he called attention to the many years of service Mr. Lawless rendered the community, Rev. Arthur O. Pritchard, of the Congregational Church, said:

"One cannot do justice to a life that has been so instrumental in the formation of a community. . . . Mr. Lawless saw God in nature. As a citizen he was devoted to the welfare of the community, and as a pioneer he assumed the responsibility of helping to organize such groups as the Kiwanis Club and the Masonic Lodge. He believed in a religion which found expression in his daily life."

William J. Lawless was born in San Francisco in 1866, just at the close of the civil war. His boyhood and young manhood were spent at a time when the post-war problems left survive only those who had the oak timber to endure the hard knocks. From the very beginning of his career he gave promise of climbing to the top, and he did. Hills were things to climb for "Bill" Lawless, and he had the heart and courage to climb them.

In 1887 he moved to Los Angeles. He came to Sierra Madre 29 years ago. For eight years he lived at Central and Sunnyside avenues. It was not long before he began to take an active part in civic matters. He was chiefly instrumental, in company with Mayor C. W. Jones, in having Central, Highland, Grand View and Baldwin avenues paved. He commanded efficiency and had the work done so well most of it is still standing.

Turning to the social life of the city, intent upon making Sierra Madre an ideal home city, he helped organize Masonic Lodge No. 408. He was its worshipful master in 1912. He helped finance the Woman's Clubhouse and for many years it served as the city's leading community center.

One of the first to foresee the need of zoning laws, restricting business and hospital areas, he not only led the campaign in Sierra Madre, but joined with others in Los Angeles, becoming an active member of the Regional Planners Association. He had great faith in the future of Sierra Madre and gave his time and money to promote improvements. He subscribed generously for the establishment of the Botanical Garden, also for the building of the present Congregational Community Church.

Mr. Lawless was a charter member of the Kiwanis Club. He was president during half of 1933, and very reluctantly retired from that office on account of ill health. He assisted in organizing the Foothill Breakfast Club, also the Bridge Club. Until his health restricted outdoor exercise he was often seen along the Sierra Madre byways mounted on his beautiful Palomino.

Mr. Lawless was first appointed to the City Council in 1928 to fill the vacancy left by the resignation of Judge Wilbur Thayer, serving as Mayor at that time, and he himself resigned in 1929. Later, he was reappointed to fill a vacancy, and in 1932 was elected by the people of the city.

(Continued on Page Six)

Observations

By Lee Shippey

IT'S FUNNY how people will insist that when you write a pure fiction story you are pretending to write facts. My mother was shocked when she read my novel, because the fictional story teller in the novel begins by saying he was born in New Orleans. "Don't you know," she asked, "that you were born in Memphis?"

So if any of you other folks feel I'm shooting at you please remember it's fiction. I doubt that Bill Lawless ever let a day go by without doing something kind and friendly, and I never heard of his doing anything mean or hurtful to anyone. And that's a lot to say about any man who has served a community in office.

Fate Of Governor's Legislative Plan Is Most Uncertain

Returning from the session of the Legislature at Sacramento to spend the 30-day recess at his home in Altadena, Assemblyman Frank G. Martin plunged at once into committee work which will absorb his attention during the recess. Mr. Martin would not venture a prediction as to what course legislation will take. Never has the State faced such a complex and critical situation in taxation and State finances, Mr. Martin said. Any one of several things may come to pass.

"Governor Merriam's proposals may be enacted almost completely," said Mr. Martin, "or they may be ripped to pieces and be changed piecemeal; or an entirely new system of taxation may be adopted for California."

Sheriff Biscailuz Coming To Dinner Of Masonic Lodge

Sheriff Eugene Biscailuz will be the guest of honor at the local Masonic Lodge's elaborately planned public dinner and surprise entertainment next month it was announced yesterday by Thomas Miller, Jr., Master of the lodge. Famed "Ptomaine Tommy" will serve his renowned "Size Dinner," and many well known guests will be present. Further details concerning the event will be made public soon.

SIERRA MADRE FIRST CITY TO GET AN ART EXHIBIT FROM THE NEW WESTERN ACADEMY

Thirty Outstanding Pictures Constitute February Showing

COMING direct from the Los Angeles Museum, a group of thirty of the outstanding paintings from the Academy of Western Painters first annual exhibition has been secured by Vernon Jay Morse for Sierra Madre's Little Gallery February 5. Southland is being the first to present a showing from the newly formed Western Academy. This organization is composed of Western painters who are carrying the torch of academic art such as the National Academy fosters and exhibits.

In this show only non-radical painters are represented, it being the declared intention of the Academy to exhibit new tendencies in art only when they have proved to be contributions to art.

Supervisors Ask City To Rush Plans For Public Works

Urging all county department heads to rush plans on public work projects, the Board of Supervisors this week declared itself as confident that President Roosevelt's four billion dollar public work program will be okayed by Congress. Herbert C. Legg, chairman of the Board stated that there are innumerable county projects that might be financed under that appropriation.

"There is no indication at this time," Legg said, "what projects will be acceptable, so it is necessary for us to have every class ready for presentation."

Among the county parks and playgrounds department's proposed projects is one for further improvement of Crystal Lake and Big Pines. At another meeting of the Supervisors, William J. Fox, director of the county Regional Planning Commission and a member of the State Planning Board, will present data pertaining to highway beautification and planting, in which Sierra Madre is vitally interested and has submitted a project—the beautification of West Central avenue.

Wrights Tell Of Rare Trip In Old Mexico

Most Timid Tourist Perfectly Safe In Picturesque Country, They Say

Returning from a six weeks trip to Mexico City, where they spent Christmas with friends, Mr. and Mrs. Robert Wright this week entertained their friends with observations concerning the southern republic.

No evidence of political or religious disturbance is to be found, contrary to popular rumor, they state. On the contrary, a building boom is in progress, with many hotels being remodeled to provide accommodations for the ever increasing number of tourists from the United States.

"People who have in the past gone to Europe," Wright states, "are now vacationing in Mexico. There is no reason why the most timid tourist should not feel perfectly safe there. Another thing—while visiting Mexico it is advisable to enjoy the scenery and culture but not to meddle in the people's affairs."

"Christmas, as we celebrate it in our country, means nothing to the Mexican. Their Christmas is El Dia de Los Reyes, the day that the three wise men and the kings arrived in Bethlehem bearing gifts for Christ. This day is celebrated annually on January 6, when gifts are given to the children. Adults do not exchange gifts—Beginning 14 days before Christmas the 'Posada' is celebrated by the natives, and in that time they reenact Mary and Joseph's entry into Bethlehem."

Intending to make the entire trip by automobile the couple were forced to store their car and proceed by railroad from Laredo, about 1500 miles south from here. The Pan-American Highway was under construction they found, and will not be open until March. At present 19 kilometers in the mountainous district north of Jacala and south of Tamazunchale are impassable because of blasting that is being carried on in construction.

The Wrights brought back a number of pieces of Mexican art work for use in decorating their new home, on West Grand View avenue. A Magana Virgin and several pieces of fine Mexican embroidery are among them.

Noted Instructor Of Music Will Make Home In This City

Much interest is being shown in classes, which are being formed at Mrs. C. D. Croan's piano studio, 75 North Baldwin avenue, to teach elementary harmony. Prof. S. Ancis, who for a number of years was instructor of theory in the New Conservatory of Vienna and for the last several years was in charge of classes of counterpoint and fugue at the Denver College of Music, will conduct the classes. If there is a call for it here in Sierra Madre a class in counterpoint and fugue will be opened by Prof. Ancis.

Prof. Ancis has written many valuable books on music. One of his works is "Scheme Modulations," which is considered by a genius.

Prof. Ancis is making his home on North Lima street.

Activities Of Bethany Expanding

Congregation Encouraged By Annual Reports And Officers Are Elected

An increase in active membership of all departments was reported at the annual business meeting of the Bethany Church on Wednesday evening. S. G. Mills, in presenting the elders' report, announced the present membership of the church totals 225, while the 1934 receipts amounted to \$5,088.72.

The Christian Endeavor Society has increased by 16 new members, and E. R. Thompson, Sunday school department head, reported that the school attendance averaged 22 pupils. Two new classes added in the year ended 70 boys and girls to the enrollment. In reporting the activities of the Missionary Society Mrs. R. S. Johnson said that 36 speakers representing eleven foreign countries, were heard, with a total audience attendance of 923.

Since the organization of the Nipponese C. E. Society in September, 16 new members have been enrolled, it was announced. Rev. Stewart R. Sheriff reported that his time during the year had been divided between the Pasadena C. E. division, the evangelized Africa Mission Board, and several other organizations with which he is affiliated. His work with the local church has included 789 calls, several hundred consultations, 101 sermons, eleven funerals and four weddings.

The annual election of officers climaxed the evening with the following results: F. D. R. Moore was re-elected trustee, E. R. succeeded Roy Edwards as deacon, W. Montgomery was re-elected elder, Roy Edwards was again chosen as superintendent of the Sunday school, while W. A. Evans and J. R. Evans were re-elected as church treasurer and clerk respectively.

Mrs. W. A. Evans again received the office of corresponding secretary, E. DeLong succeeded Merrill Smith as head usher and the list given by the nomination committee for the music committee was voted through resulting in Guy Scott and Mesdames Ed. DeLong, C. D. Croan, A. E. O'Banion and A. Vieira as members.

The board of elders unanimously recommended that W. J. Ladd be elected as an elder of Bethany church for life in recognition of long and faithful service to his church. This motion was unanimously accepted by the assembly.

U.S.C. JOURNALISTS ARE COMING ON FIELD TRIP TO EDIT THE NEWS ON FEB. 15

Regular Staff Will Take Vacation When Student Editors Arrive

THE Sierra Madre News will be edited by journalism students of the University of Southern California for the issue of February 15 in one of their annual series of field trips to numerous community newspapers of the Southland.

Regular staff members will take a vacation while the S. C. journalists take over the duties in connection with editing the week's issue. The student staff will be on duty from Monday until press time Friday.

Organized by Marc N. Goodnow, field representative, and Roy L. French, director of the S. C. School of Journalism, The News project will be one of five undertaken during the week. The student reporters will gain experience in gathering, writing and editing all the news in the week's issue.

Supplementing the information given in class, the actual work on the newspaper gives the students a chance to try out their ideas and learn the operation of community publications. Students who have been selected to work in editing THE NEWS include Jack Frankish, editor of the Daily Trojan; Inez Effinger, feature editor; Frances Benevise, sports writer and S. C. track star; and Shirley Weinstein, staff reporter.

Later in the year junior and senior journalism students at S. C. will edit 10 daily newspapers of the Southland in additional outside projects.

Record Early Flower Fete A Certainty

Firemen Called To Fix Opening Date As Color Comes Into Wistaria Blooms

Tonight the Volunteer Firemen will meet to set a definite date for the opening of the Wistaria Fete. Because the warm weather this week brought color to the enlarged buds of the big vine, it is thought probable that the festival will be fixed for late February or very early March.

For the past days the firemen have been in perplexity as to making arrangements for the fete. The cold snap early last week threatened to retard the bursting of the blossoms—but now the week of sunny weather has undone Jack Frost's work to an extent where a record early fete is a certainty.

Flowering Japanese quince, flowering peach, and almonds have burst into premature bloom throughout the city, and many gardens are already gay with pre-spring blossom, so Sierra Madre herself is in artistic readiness for her chief annual occasion whenever it is scheduled. On the Fennel Estate itself the white roses are in bloom, too.

Meeting recently the firemen decided that the entire publicizing of the fete would be handled by the Fire Department itself. In the past such work has frequently been turned over to regular publicists.

Again this year the flower show that proved so successful a feature of the festival last year, will be repeated. Inasmuch as this and next year are the last two years of the Firemen's lease, they are anxious to make the coming fete a most successful one for their Christmas fund as well as an advertisement for the city.

Winter Graduates Of Grammar School To Have Luncheon

A cafeteria luncheon will be given next Friday at 12:30 o'clock in the alcove of the Sierra Madre grammar school cafeteria for fathers and mothers of children of the 6A graduating class. The Valentine motif is being carried out for table decorations, with Mrs. Frank Lovell in charge. The children making the place cards. Reservations are to be made with Mrs. Helen Lovejoy at 301 by next Wednesday, February 6.

The parents of the children are giving a party for them in the City Hall basement in the evening at 7:30 o'clock. Mrs. Arthur Evans will be in charge. Refreshments will be served.

Shippey To Address The Forum Tuesday

Lee Shippey will be heard at the Forum next Tuesday night, having recovered from the cold which prevented his appearance last week. He was to have spoken on "Artists and Musicians."

The other speaker will be Lowell Coate, secretary of the California Cooperative League. It is hoped that he will be accompanied by Charles T. Spradling, president of the League, which is affiliated with the National cooperative movement.

Bethany Society To Hear Address By Dr. Harvey Farmer

Dr. Harvey Farmer, field secretary of a mission in Africa, will be guest speaker at 2 o'clock next Tuesday afternoon at the meeting of Bethany Missionary Society. Dr. Farmer is an outstanding speaker and the society feels it is fortunate in securing him for its meeting.

Mrs. A. B. DeRoss will speak of missionary work in Mexico. She is morning speaker and will begin at 11 o'clock. Mrs. Stewart R. Sheriff will lead devotions. The meeting will begin at 10:30 a.m. and a luncheon, in charge of Mrs. Frank B. Butler, will be served at noon. An invitation is extended to all men as well as women interested.

Sierra Madre News

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Feast today makes fast tomorrow

—Planting

There St. John mingles with my friendly bowl
The feast of reason and the flow of soul.

—Pope.

ALL ARE SALES TAXES

No form of taxation is so bitterly assailed as the sales tax. The political "friends of the common people" have been especially virulent in denouncing it, on the ground that the burden of the tax falls more heavily on persons of small and moderate means than on the wealthy.

That is all very well. But a very vital point that the people do not realize is this: There is no other kind of tax, so far as the effect is concerned, than the sales tax.

Every tax must be paid, and paid in full, by the ultimate consumers of goods and products. Every tax levied increases the cost of necessities and luxuries we need and buy and use. When we buy a pair of shoes we must pay a score of taxes—the tax that was paid by the raiser of the cattle, by the railroad that transported them, by the factory that tanned and cured the leather, by the manufacturer, by the distributor, and finally, that paid by the dealer is included in the cost of the pair of shoes we get. That is true of food, clothing, enter-

BIRTHDAY GREETINGS...

THE NEWS extends birthday greetings and its best wishes this week to the following Sierra Madrenes:

Bernice Delvecchi	Feb. 1
H. H. Steinbreger	Feb. 2
Rachel Bailey	Feb. 3
Rita Burns	Feb. 4
Mrs. Jack Hosford	Feb. 4
Ellie M. Raymond	Feb. 4
Mrs. W. R. Humphries	Feb. 4
Frank U. Smith	Feb. 5
Mattie Johnson	Feb. 5
Erma Rintelman	Feb. 5
Monnie E. Lass	Feb. 5
George Babbitt	Feb. 6
Mrs. F. R. Thompson	Feb. 6
Mrs. M. V. Conneally	Feb. 7
Bob Mitchell	Feb. 7

tainment and everything else. The "common people"—families of moderate income—have the most to lose from tax extravagance, and the most to gain from tax economy. There aren't enough rich in this country to carry the cost of government for a week—all but a small part of government income stems indirectly from workers and salaried people and from those who have a little coming in from investments. The sales tax by name may be unpopular—but we all pay it. We cannot get rid of it—but we can, by mass action, demand governmental economy, efficiency and retrenchment that will lower its cost.

Winter Carnival Expected To Take 25,000 To Big Pines

Interest in Southern California mountain resorts and winter snow and ice sports will be concentrated on Saturday and Sunday, February 2 and 3, on Big Pines county recreation park where the Los Angeles Junior Chamber of Commerce will stage its ninth annual winter sports carnival.

County recreation authorities expect to entertain more than 25,000 winter sports enthusiasts during the two days of amateur championship ski jumping, snow and ice competitions and winter pageantry.

Committees in charge have promised that there won't be a dull moment from the opening ceremony and "crowning of the Snow Queen" at 9:30 a.m. Saturday to the closing ceremonies and presentation of awards Sunday afternoon at 4 p.m. The big carnival is scheduled for Saturday night on the mammoth ice rink with more than 50 costumed performers participating in an illuminated pageant symbolizing the coming of winter to the mountains. The carnival will be followed by dances at Big Pines and Wrightwood.

JUDGE BUILDS BOAT: READY TO GO FISHIN'

Judge Thomas W. Neale has completed a one man fishing boat. The boat is made of canvas and wood, is eight feet long and three feet wide and weighs only 17 pounds. If the weather remains fine Judge Neale and Dr. Thomas Warden plan a fishing trip to Lake Otai soon and if the black bass are biting they hope to bring home a large catch.

LEGIONNAIRES PLAN BIG TIME AT DANCE

Legionnaires are making early preparations for their big St. Valentine's dance, in Masonic Hall Thursday evening, February 14. Fine dance music will be furnished by a professional orchestra, and admission will be scaled at a low price so that no one will have to consider his pocketbook when he plans on going to the dance.



John V. Henry

John Henry Chief Of Constabulary

Climaxing 21 years as a peace officer in Los Angeles county, John V. Henry, has been named superintendent of the Los Angeles county constabulary. He will succeed William T. Osterholt who retired after serving in the Sheriff's department since January 1907.

In his new capacity Mr. Henry will direct the activities of 95 constables and their deputies. These officers besides co-operating with deputy sheriffs in substations, serve all civil and criminal processes from justice courts.

CHURCHES Church of the Ascension Episcopal

Baldwin and Laurel Avenues
Rev. A. G. H. Bode, Rector

Sunday—
7:30 a.m.—Holy Communion.
9:30 a.m.—Sunday School.
11 a.m.—Morning Prayer and Sermon.

Wednesday—
7:30 a.m.—Holy Communion.
7:30 p.m.—Men's Discussion Group, 45 E. Laurel. Anyone welcome.

Congregational

Rev. Arthur O. Pritchard, Pastor

Sunday—
"Faith and Action" is the topic of the morning sermon to be given by the Pastor.

Church School at 9:30 a.m.
Young People at 6:30 p.m.

Tuesday meeting of Women's Society, 10 o'clock, sewing; 12, luncheon; 1 o'clock Bible study class by Mrs. R. J. Waters.

Wednesday, 7:30 p.m.—Meeting of official board.

Bethany Church

Rev. Stewart R. Sheriff, Pastor

Sunday—
9:30 a.m.—Bible School.
6:15 p.m.—Christian Endeavor (three) Societies.

11 a.m.—Morning Service. Communion Service.

7:30 p.m.—Evening meeting.

Wednesday—
7:30 p.m.—Evening Service.

St. Rita's Church

Rev. Hyacinth Clarey, C.P. Pastor

Sunday Services—7:30 a.m. and 10:30 a.m.

Tuesday and Friday—7:30 p.m. Weekly Masses at 7 a.m.

Foursquare Gospel

West Central Avenue
Rev. John Watson, Pastor

Sunday—
9:45 a.m.—Sunday School.
10:45 a.m.—Morning Worship.
6:30—Crusaders.

7:30 p.m.—Evangelistic Service.

Wednesday—
7:30 p.m.—Prayer meeting.

Friday—
7:30 p.m.—Young people's meeting.

Christian Science

First Church of Christ Scientist of Sierra Madre is a branch of The Mother Church, The First Church of Christ, Scientist, in Boston, Mass.

9:30 a.m.—Sunday School.
11 a.m.—Sunday Service.
Subject for Sunday, "Love."

Golden Text: I John 4:11. Beloved, if God so loved us, we ought also to love one another."

8 p.m., Wednesday—Testimony meeting.

Reading room open Monday, Wednesday and Friday afternoons from 2 until 4 o'clock.

Pilgrim Chapel

32 North Baldwin Avenue
Rev. Earl E. Bicker, pastor

Sunday, February 3—
9:45—Sunday School.
11 a.m.—Morning Worship.

2:30 p.m.—Special Service—
Rev. Jack Donovan, converted pugilist and ex-convict, who spoke at the Pilgrim Chapel last Sunday will speak again at 2:30 p.m. next Sunday. There will be a vocal trio by young ladies from Pasadena College. All are cordially invited.

7 p.m.—Young People's service.

Thursday—
7:30 p.m.—Prayer meeting and Bible study. Topic: "The Holy Spirit—His Person and Work."

Christian Mission

26 Windsor Lane
Rev. Velma Lessley, Pastor

Sunday—
Sunday School—10 a.m.
Morning Service—11 a.m.
Evangelistic Service, 7:30 p.m.

Tuesday—
7:30 p.m.—Evangelistic Service.

Thursday—
7:30 p.m.—Prayer Meeting and Bible Study.

Saturday—
2:30 p.m.—Children's Church.

Costumes In 'What Of It' To Be Daring

Another feature of the Junior Woman's song and dance revue, "What Of It," scheduled to be staged here March 1 and 2, that will be sure to appeal to the audience is the costumery. Designed by Miss Ruth Grant and Miss Roberta Scott, the chorus girls' dresses (or lack of them) are more elaborate than in previous productions here, with silver cloth and other brilliantly colored material being used.

One of the comedy highlights of the show is "The Trials of Bonnie Bustle"—a travesty on the current type of Gay '90 skit, written by John Copeland, Sierra Madre playwright. In the role of "Donald Daring," the handsome hero, appears Frank Vane, while his pure and soulful heroine, "Bonnie Bustle," is portrayed by Sunny Bennett.

Dan Parker is featured in the role of "Patch Eye Pete, the Vile Barkeep," and Bob Ward will play the villainous "Squire Willis Wormwood."

Angie PerLee is to go May West as "Mame the Minx," who surprises everybody with her noble deed. Included in the act are several old time musical selections, the Floradora Girls dance routine, and most of the cast's spare glassware.

A. I. A. Activities

By Helen Lovejoy

UNIT 297 wishes to extend to Mrs. W. J. Lawless the

heartfelt sympathy of its members who feel her bereavement is also on to many. To our unit Mr. Lawless was a very generous customer for our "Buddy Poppies," and truly a friend to us in any of our undertakings. We know he is not gone, he is just away, the world being better to have had him for the short time he was here.

Corrinne Wastun was the lucky winner of the surprise package last meeting night. The Dramatic Club presented a skit. The fire place was the background to a railroad station to which Elmiry and Joshua Simpkins made their way, on a reckless spending tour of "town." It was amusing to note the various courtesies extended to them by the alert station agent, played by Catherine Miller. The cast included Dorothy Shetler, Florence Jensen, and Minnie Stiman. The costumery was very unique. Oh yes, the name of the town was Pohunkisville.

The Unit has asked the players to repeat this skit at the pot luck supper to be given soon.

Ways and Means Chairman resigned, leaving another appointment open for our president. This chairmanship seems to be the most juggled one in the entire set-up. Every year the original chairman resigns... well perhaps this time it will "take."

We were glad to see Lucile Pickett back again, as well as Dolly Hill, who has been ill for some time.

Hostesses for next meeting will be Nell Mathis and Catherine Miller. Now with the Legion's dance coming that night, perhaps they will not need to entertain after all.

Chairman Maybelle E. Barker, of the Americanism committee read an essay on Americanism, as follows:

As we approach the birthday anniversaries of our two great Americans, George Washington and Abraham Lincoln, we have a splendid opportunity of emphasizing the two ideals for which these men stood strong and staunch, Americanism and Patriotism.

We are living in a world of "isms" at the present time: Fascism, Communism, Internationalism, League of Courtism, Peace-at-any-Price-ism, and many others, but what our American Legion and American Legion Auxiliary stand for is Americanism, 100 per cent.

The National Americanism program of both organizations is a definite contribution to the purity and permanency of America. They have in the past and will continue in the future to make unselfish, worthwhile and constructive contributions to the well-being of America. This program is divided into three major objectives:

Education, (to promote interest in loyalty and patriotism in the schools), and Citizenship Schools for the foreign born, and flag education.

We must teach the American youth that our Flag is no shameful thing to be deserted in time of war, that it must be maintained by them as we have maintained it unswerving and inviolate; that it is theirs to guard and protect, defend and revere. We must make Americanism an everyday thing and live it each day.

In commemoration of February 12th, bear in mind this message of our immortal Lincoln: "Let us have faith that right makes might and in that faith let us, to the end, dare to do our duty as we understand it."

Childrens Drama Guild To Celebrate First Anniversary

Tomorrow, February second, the Children's Drama Guild of Sierra Madre will celebrate its first birthday in the City Park House. Through the kindness of several interested citizens, and the City Hall, four awards will be made, for attendance, excellent work, and effort.

Anna Sue Adwell, Guild president, will speak on the prospect of acquiring a real theatre for children in the near future. Norma Hogan, corresponding secretary, will give a resume of the year's work.

W. R. Humphries will confer the honors. An impromptu program will be arranged by the directors.

The Guild has six charter members, Norma Hogan, Idella Taylor, Mary Lou Lovejoy, Grace Jensen, Anna Sue and Margaret Adwell.

Mrs. William Adwell and Mrs. Flo Moeller have a delicious surprise in reserve for the children. At the next weekly meeting of the Guild the annual election of officers will take place.

On February 15th the Ekman Players will present "Let's Pretend" for the Pasadena Woman's Club. Betty Lou Lacey, Guild member, will play the role of Marilyn.

"The Wishing Ring" will be presented by the Guild in the Unity Church Auditorium, Glendale, on February 16.

By Car And Ship Tourists Race To Visit Friends Here

Timing their arrival within two hours of each other, two parties of visitors from Pennsylvania arrived in Sierra Madre Saturday by means of two quite dissimilar modes of modern transportation.

Mrs. J. D. Forker, of Oil City, and her sister, Mrs. Alice Truman of Brookville, chose to make the trip via steamship, so traveled aboard the S. S. Pennsylvania. Their brother, Ernest Robinson, and his wife, from Parker's Landing, drove here in their automobile. All are guests of Mr. and Mrs. F. L. C. Roess, of 83 West Highland avenue.

Mrs. Roess, her son David, and the guests are leaving today by automobile to spend the weekend in San Francisco.

First Scout Troop Will Have Pot Luck Supper Tomorrow

Boy Scout Troop No. 1 is giving a pot luck supper for members of the troop, their families and friends tomorrow evening at 6:30 o'clock at the Congregational Church. The splendid cooperation of the community in donating its time and money has made this affair possible. The scouts are especially grateful to the Congregational Church for the use of its facilities and Mrs. H. B. Hersey, general chairman and her committee. Everyone interested is most cordially invited.

CITY REPRESENTED AT EPISCOPAL MEET

Attending the annual Episcopal convention at St. Paul's Cathedral in Los Angeles this week were Dean A. G. H. Bode, Walter Jessup and Jedney Davis, who represented the local church on Wednesday, men's day, and Miss Daisy E. Hawks, Mrs. F. Floyd and others who were present for women's day, Tuesday.

OBITUARY

BERT H. HAWKS

Bert H. Hawks, cousin of James N. Hawks and Miss Daisy E. Hawks, passed away Thursday, January 24, in Alameda. Mr. Hawks was one of the early residents of Sierra Madre and will be remembered by the old timers. His father, N. C. Hawks, was one of the first printers on the coast.

JOSEPH OLIVER CARTER PASSES ON IN HONOLULU

Word has been received from Honolulu, T. H., of the death of Joseph Oliver Carter on January 5. Mr. Carter is the brother of Miss Charlotte Carter, former resident of Sierra Madre, who is now residing in Honolulu.

TEMPLE BETH ISRAEL WILL HOLD CARD PARTY

The Ladies' Auxiliary of the Temple Beth Israel will hold a card party at the temple, Laurel and Lima streets, on Sunday evening, February 3, at 8 o'clock.

And on February 22nd, the birthday of our beloved George Washington, recall his message: "The game is yet in our own hands—to play it well is all we have to do. Nothing but honesty, harmony, industry and frugality are necessary to make us a great and happy people."

Juniors will meet at 439 Mariposa avenue on Saturday, February 2nd. A party will follow the meeting.

County Council at Patriotic Hall today will be attended by several members, in view of the fact several important matters will be discussed.

In A Social Way

Mrs. Irma Jones' team entertained Mrs. Al S. Myers' committee on Monday evening at the Friendship Club. Mrs. Jones captained the losing team for the recent membership drive. Husband and members were also invited to the party. The evening was enjoyed playing buncos, Robert Smith and Mrs. Roy Pickett capturing first prizes and Mrs. Helen Lovejoy taking home the consolation prize.

The Congregational church parlors were attractively decorated with acacia for the occasion. Coffee and cake were served; Mrs. Roy Pickett and Mrs. Edith Woodruff presiding over the coffee urn. Mrs. Dorothy Krug served as hostess and Mrs. Jones as chairman, while each member on Mrs. Jones' team aided in making the evening a success.

Under the direction of Miss Elizabeth Morridge a program was presented at the Crown Hotel, Pasadena, on Tuesday night. The Mills String Trio, consisting of Harlow Mills, pianist, Miss Morridge, violinist, and George Richards, cellist, and Bob Hendricks took part in the affair.

The Social Club of the Eastern Star met on Monday at the home of Mrs. Frances Brain, 61 West Highland avenue. The next meeting of the society will be held at Mrs. Mattie Cuddy's home, Marlborough Terrace, on February 25.

In honor of Mr. and Mrs. Gerhart Pingle, who are wintering in California, Mr. and Mrs. George M. Lehner, of 550 West Central avenue, will entertain on Sunday. Covers will be laid for 16 guests.

The Sewing Club met last Thursday at the home of Mrs. Henry Gordon Coulter, 395 West Mariposa avenue.

Mrs. D. Krier, of North Auburn avenue, entertained about 30 callers on Sunday.

Mr. and Mrs. Gerhart Pingle, of Oshkosh, Wis., have been guests of Mr. and Mrs. George M. Lehner, of 550 West Central.

ORDER OF ST. CATHERINE WILL MEET NEXT TUESDAY

The regular meeting of the Order of St. Catherine will be held next Tuesday afternoon at 2:30 o'clock at the home of Mrs. Mary D. Goodfellow, 41 East Grand View avenue.

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—with—
Victor McLaglen
Wynne Gibson

'Lady By Choice'
—with—
May Robson
Carole Lombard

2 FEATURES

'Broadway Bill'
—with—
Warner Baxter
Myrna Loy

'West of the Pecos'
—with—
Richard Dix
Martha Sleeper

4 Days Start Wed. Feb. 6

Chevrolet Fits Your Pocketbook, Says Pacific Coast Manager As New Cars Arrive For Market

"It fits the slender purse!" So declared K. M. Chase, Pacific regional sales manager today in explaining the magnificent reception accorded Chevrolet's 1935 Standard which was presented to the motoring public last week.

"More than a million Pacific coast motorists inspected the Chevrolet Standard last week," declared Mr. Chase. "So impressed were these people with the low price, the high speed, the acceleration and riding comfort of the new car that the dealers began to flood our factory here with orders. We are glad to say that we anticipated the great demand for the Standard and have built enough cars to deliver these orders immediately."

"Chevrolet Motor Company feels that there is a tremendous market for an automobile that sells approximately \$100 under

most other full-sized, comparable competitive models," said Mr. Chase. "There are millions of people in America driving old cars who cannot afford to own or operate an automobile priced higher than the Chevrolet Standard. In order that these people of limited income might have the ultimate in safety, luxury and speed in a new automobile, Chevrolet created the Standard. It was built expressly for a great market. There are upwards of ten million old cars in the Chevrolet price class still on the highways of America. A great percentage of these cars are worth a down payment on a Chevrolet Standard. In addition, the owners who turn in these cars can meet the reasonable monthly payments required to own the Standard."

Mr. Chase revealed that 93 major improvements have been made in the Standard. "The most important of these is the use of the 1935 Master De Luxe engine as a power plant in the Standard chassis. Another great improvement is the radically new braking system employed on the Standard which enables one to stop this car smoothly, quickly and safely."

McDonald and O'Boyle, Chevrolet distributors in this area, report much interest in the display of new models in their showrooms on East Foothill boulevard in Monrovia, and an unprecedented number of sales.

Legg Proposes U.S. Shall Finance Big Flood Control Job

Opportunity for the county to further relieve unemployment by engaging in much needed flood control work, on projects totaling \$77,000,000 may be afforded by extensive loans from the Federal government. The Board of Supervisors at the suggestion of Supervisor Legg, has authorized F. E. Trask, former PWA director for California, to represent the Flood Control district in Washington, D.C., in the capacity of technical advisor to the National Resources Board. He will present full details of needs in this county, and data concerning the proposed projects, to Washington.

Supervisor Legg was authorized to employ outside engineering experts to test the rock placed in the base of the extremely controversial San Gabriel Dam No. 1, if circumstance warrants. Flood control engineer Sam Fisher, at a recent board meeting, raised the question as to the hardness and density of the rock placed in position before he became chief engineer.

HENDERSON PASSES CHIROPRACTIC EXAMS.

Mr. and Mrs. Thomas Henderson, of 161 Santa Anita Court, have received word from their son, John Henderson, that he has successfully passed his examinations. Dr. Henderson will be graduated from the Palmer School of Chiropractic at Davenport, Iowa, in about six weeks. He and his bride are expected shortly after to return to Sierra Madre for a visit before he commences practicing.

PEN SLANTS

By John Copeland

SEVERAL interesting local stories are clicking around in the recesses under the typewriter keys. A couple of intensely interesting personalities, whom you may know but with whom you will be glad to become better acquainted. The dope on how the village police department keeps in constant touch with the Nation's chief crime prevention organization. Some scandal, another toothsome bit of morbidity to keep the kiddies awake, a dip into Sierra Madre's past history. But they'll all have to wait. The stirrup chatter in our system must out. My spurs and mantle-piece, Duke!

—ps—
On the Santa Anita terrace the other day we bumped into "Rainmaker" Hatfield, who was being besieged in an avid manner by a publicity gentleman who was keen on working a tie-in between Hatfield and his namesake—"Rainmaker" Twenty Grand.

Hatfield sent his regards to the many Sierra Madre friends he knew while he was living here in the early twenties. He is a strange man, who gives the impression of having been to inaccessible parts of the globe on unusual missions of his own imagining. You (if you travelled enough) might come face to face with him in Miami, in mid-Atlantic, in Rio, or in Sydney. Maybe, I don't know. He just returned from travels in Peru and way points of South America.

—ps—
When Twenty Grand came back in front of the crowd after his comeback race he kind of ducked his head. The fire that had sent him screwloose on the way to the post was gone. It might have been an act, but it was a good act. He looked sad, and a sob guy from a L.A. sheet said Couci was crying. I am leary about that. The Grand looks still like plenty of horse, but probably won't enter the Santa Anita Handicap.

—ps—
Tomorrow is going to tell a lot, if the track stays dry and too many stables don't start scratching their entries. The hunchsters are going to find out whether Ted Clark can hold his own in very fast company on a fast track. They're going to find out whether Cavalcade is right, whether the Grand has come up from last week—and whether this extremely beautiful miss, High Glee, is going to romp away with the whole works throughout the meeting.

—ps—
A tip, my lads, is nothing but an accumulation of second hand hunches.

—ps—
Last week we made a most regrettable blunder. We neglected the ladies, God bless 'em. For they, no less than their hubbies it appears, are heeding the call of the pari-mutuels.

Far, far be it from us to go to the extreme of even inferring their names, let alone tab them with obvious aliases. Not after the kickbacks. But let's start with Mrs. A. We'll just go ahead alphabetically, Y'see.

Mrs. A. was sent down to the track by her old man one sunny afternoon with some finances and instructions to lay it on Fleet Fin's velvety nose. Mrs. A. got to the track in due process of time, and took an amateur squint at the tote board. To her untrained eye one Good Gravy looked like a gift from heaven, sprinkled with gold dust. This because Good Gravy had very little dough on him, and by a little rapid calculation figured to pay pu-lenty.

Mrs. A. went down and looked at Good Gravy, then she looked at Fleet Fin, and last she looked at her old man's ten spot. Then she proved herself a faithful spouse. She took Mr. A's ten bucks and faithfully planted it on Fleet Fin, even the Fleet Fin was a sour appearing skate indeed. In the remaining few minutes before the race she searched frantically for a friend from whom she could borrow two bucks. No go.

Fleet Fin floundered like a fool before fainting into the stretch with no one following him. Good Gravy, to make it snappy, ran like she was headed for the feed trough—and paid over a hundred smackers on a \$2 mutual ticket.

On second thought we'll skip Mesdames B., C., and D., although you must not think we're kidding you about there being at least three more ladies concerned with the sport. Mrs. A., however, is our best example of how a woman's intuition can make a sucker out of her husband.

—ps—
In a short time of four or five weeks California has regained her heritage of sportiveness, spirit, or what you will. Also she has proved there is plenty of money to circulate. Not all of the bettors at Santa Anita are salaried movie execs and stars, not by a darn sight. As a matter of fact the common herd of grandstanders get a bigger kick out of everything than the more

Supervisor Wants County Fair Made Self Supporting

Proposal that the County Fair be placed on a self sustaining basis was made to the Board of Supervisors this week by Chairman Herbert C. Legg. During the past four years, Legg stated, the cost to Los Angeles county taxpayers in contributions to the County Fair Association in structural improvements, maintenance and operation and other appropriations, has exceeded \$100,000 per year.

nattily attired club members. We saw one well known song and dance gal wandering listlessly about, apparently paying no attention to the races, and bored stiff if her dead pan expression was on the level. Her perennially sad hubby was also having a good time.

—ps—
Doc Woehler pulled the most profitable boner of the week when he hit Rock Point to come in the money. This after he had waded through a couple of pages of form sheet, rated Rock Point high—only to discover after his money was up that he was confusing Rock Point with Rock X. The nag he backed appeared several inches further down in the rating.

ANNA GREEN HAS NARROW ESCAPE IN AUTO ACCIDENT

Miss Anna Green, daughter of the former city clerk, Elmer Green, miraculously escaped injury in an automobile accident on a desert road near Trona on Sunday. Two other passengers of the car were very seriously injured.

Scout Troop No. 1 Gets A New Master And Two More Aids

Harry Lange has been appointed Scoutmaster of local Boy Scout Troop No. 1, to fill the vacancy caused by the resignation of Ray Hudson, it was announced at the Court of Honor session held at the Congregational Church last Friday night. Two new posts, of assistant and second assistant scoutmaster, were filled by Henry Gibbie and Weston Senour.

The only awards made at the court were to Tom Solury, Jr., for handicraft and carpentry, and to Gail Hersey for physical health and weather.

A new organization, known as the Mother's Auxiliary, was formed with Mrs. H. B. Hersey as temporary chairman, and Mrs. Norman Jensen as secretary. Membership is open to all mothers and sisters of local scouts.

Capt. E. G. Everett announced the "Parents and Sons" banquet to be held in the Social Hall of the Congregational Church next Friday evening at 6:30 o'clock. At a previous scout meeting Tallman Trask, San Gabriel district scouting executive, told of the elaborate plans being made for the B.S.A. Silver Jubilee to be participated in this summer at Washington by 20,000 boys. Yesterday Capt. Everett received word that he has been appointed a committeeman for the district in connection with the affair.

Retail value of gasoline consumed by motor vehicles in the United States during 1934 totaled \$2,730,000,000 including taxes, according to a report to the Automobile Club of Southern California.



Our Cleaning and Dying is the most expert money can buy . . .

When you send your clothes to us you may be sure that they will receive the same fine treatment offered by larger metropolitan establishments.

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Two Dates To Remember

St. Valentine's Dance

AMERICAN LEGION

Thursday, February 14th, 8:30 P.M.
Masonic Hall

GOOD MUSIC 50c COUPLE

— and —

Masonic Civic Dinner

Ptomaine Tommy's Famous "Size Dinner"

Sheriff Eugene Biscailuz, speaker
Tuesday, February 19th, 6:30 p.m., 50c

What are your neighbors doing? What are your friends doing? How can you know—if you are not a subscriber to the SIERRA MADRE NEWS.

How Electric Power From BOULDER DAM Will Affect Southern California

For more than forty years the Southern California Edison Company has always maintained a large factor of reserve power capacity. This has been an important protection to customers and a safeguard against emergencies.

This reserve power is now made available for immediate sale by the prospect of early delivery of additional power from Boulder

Dam, which in turn will constitute the reserve for future years.

When electrical service was sold at a much higher rate than recently, it still gave a greater value for the money than anything else, in terms of time and labor saving, light, convenience and manifold utility. Now a new era dawns and brings with it another upward step in the standard of living, with a further reduction in unit costs.

YOU REDUCE YOUR RATE YOURSELF!

You are just entering the Electrical Age. You have never enjoyed all the benefits that electricity can give you. Surplus power brings that enjoyment now. Beyond light and minor power, you are going to use electricity for heating, cooking and refrigerating. White coal is here. More is coming from Boulder Dam. Throughout Southern



Adding an electric range automatically gives you the benefit of the domestic wholesale rate . . . then adding an electric water heater reduces this rate to as low as one cent per kilowatt hour.

California the lines are ready for you. You are going to decide upon a reduction in your unit rate by using current on a quantity base. The more you use, the less you pay per unit, un-

til the cost drops to only one cent per kilowatt hour.

Your next step is to install and use an electric range. You will do it sooner or later, for convenience and efficiency, if not for style. Do it now. Then follow with an automatic electric water

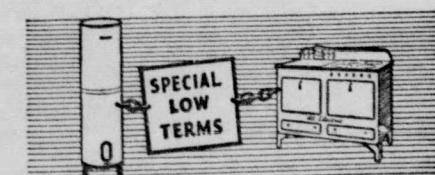


Homes using an electric range and water heater enjoy the use of more electric hours for every purpose at a lower average rate.

heater. You can then use 450 Kilowatt hours for what it now costs you to use 175. Your lighting current will be such a small part of this total that you can increase it from two to four times at a net lighting cost less than you pay now. You can use more electricity for washing, ironing, refrigerator, radio, electric clocks, portable heaters and table

devices at a lower cost per unit.

Don't deny yourself the benefits of immediately enlarged electric service. No expenditure gives you more real value than the money you pay for electricity. The new rate basis gives you from two and a half to four times more than you ever had before at the same cost. Installation costs are lower than ever before and easy terms can be arranged, or you may have fi-



Investigate now the special combination offer on a modern electric range and water heater which gives you both for as low as \$11 down, available for a limited time at your dealers.

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Ask your Edison office for full particulars on how to get more for your electrical dollar.

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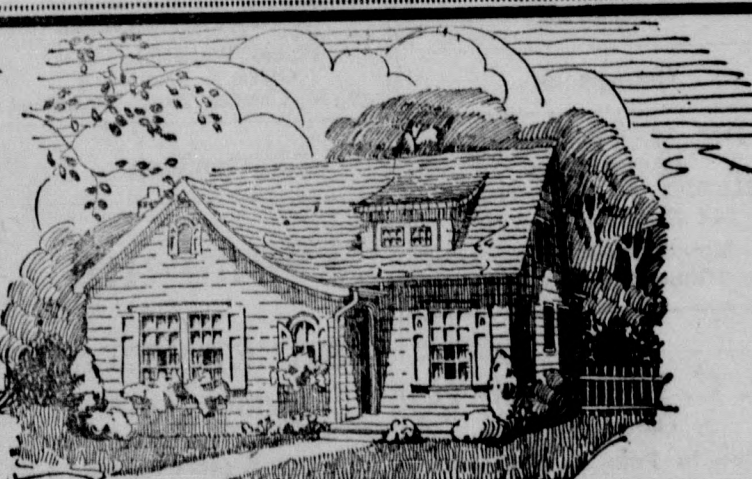
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GROW YOUR OWN BERRIES

By Jessie Ward Russell
Landscape Gardener

YOUNGBERRIES: In recent years, the Youngberry has become the most popular of berry-bearing plants. The flavor of the Youngberry suggests a combination of Raspberry, Blackberry and Dewberry. The berries are large and firm. They are deep wine color changing to black as they become real ripe. They are sweet, juicy, tender and practically seedless as the seeds are so soft, they are not noticed.

The vines are extremely vigorous and heavy producers. The vines should be planted five or six feet apart and must have a fence or wire trellis to climb on.

BOYSEN BERRIES: Something new in berries are the Boysenberries. They are twice as big as the Youngberries, one and one-half to one and three-quarter inches in length and about an inch in diameter. The Boysen Berry resembles the Youngberry in many ways only they are so much larger and ripen ten days later than the Youngberries and continue two weeks after the Youngberries are gone. The vine is a very vigorous grower and should be planted six to seven feet apart.

RASPBERRIES: St. Regis Red Raspberry is one of the best for the home garden. It bears over a long season. Plant about five feet apart. The New Columbia Purple Raspberry is a large purple berry that is doing well here. It makes delicious jams and

pies. It grows more vigorously than the red raspberries. Plant about five feet apart.

BLACKBERRIES: The Cory's Thornless Blackberry has been popular now for many years because it is so comfortable to pick berries from its thornless vines. The berries are large and delicious. The New Cosmo Blackberry is very large—1½ inches in length—very sweet and melting in flavor. The vine grows very long and must have trellises or fence to climb on. Plant six or eight feet apart. This new variety may become our leading blackberry.

WOMAN'S SOCIETY TO SEW FOR PLAZA HOME

The regular meeting of the Women's Society will be held next Tuesday, February 5, at the Congregational Church. The day will be devoted to sewing for the Plaza Children's Home. Mrs. Water's discussion on the present modes of living as compared with Biblical times will be continued at 1 o'clock instead of 2 o'clock, the time formerly set aside. Members are asked to bring their own lunch and tea and coffee will be served.

Fire Flames

By One of the Boys

ONE of the firemen called the writer's attention to an error in last week's Fire Flames. He told me that when I mentioned the gift of the pool table I credited the wrong man with the presentation. How he found out, I do not know, but I was informed that our old friend and member, George Cox, was the real donor. When I learned this, naturally I wanted to correct the mistake; so the first time I contacted George, an apology was offered. "Ah, nertz, forget it," said George, "that's the way I wanted it, and glad you wrote it that way."

The firemen's meetings are carrying a strong aroma of winter blossoms of late, so if the wives of the firemen become somewhat worried at the lateness of their boy friends return, it is hoped that their patience will be enduring. Arrangements have been made for the renting of the vacant lots for parking automobiles.

It looked as though the gasoline vendors may be forming a union or something. Long after the meeting was called to order, Liscomb, Steinberger and Lovell entered and paid their fines for being tardy without a squawk. One of the boys had nerve enough to ask them, "why so late?" but all he got in return was "who wants to know?"

A coat of varnish over the faded front part of the biggest truck has greatly improved the appearance of it. Having been painted with the old style auto paint several years ago, the fenders and hood had begun to put on a dull appearance. Now she shines like a black eye.

More and more people are learning the economy of the air tight heaters that burn wood. These are a wonderful heater, but not without the dangers of an unwanted fire. A good flue is the first essential, and wall protection is very important. And when bed time comes, let's put the Fire Out!

Big Audience Hears Science Lecture Here

Hon. William E. Brown Delivers Address In The School Auditorium

SPEAKING on the subject of "Christian Science, the Science and Art of Spiritual Being," the Hon. William E. Brown, C.S.B., of Los Angeles, addressed a large audience in the grammar school auditorium here Sunday evening. Mr. Brown was introduced by Donald Thayer, and prior to the lecture Gustave Rihder favored with musical selections. Mr. Brown said, in part: "A celebrated painter who was discussing and analyzing many phases of art finally exclaimed, 'After all is said and done, the highest art is the art of living.' How true is this! and how well it comprehends the art of Christian Science—the art of spiritual living."

In Christian Science we have presented to us a perfect Science; hence we have perfect art. This, Mary Baker Eddy, the Discoverer and Founder of Christian Science, writes in her textbook, "Science and Health with Key to the Scriptures" (p. 507). "This divine Principle of all expresses Science and art throughout its creation; and again (Miscellaneous Writings, p. 375), 'The truest art of Christian Science is to be a Christian Scientist; and it demands more than a Raphael to delineate this art.'"

It may be said that all human activity has for its final goal improved living. Even the criminal mistakenly believes that his unlawful acts will bring him happiness and satisfaction. But as one surveys the experience of mortals since the dawn of material plans, whether individual or collective, have failed in their purpose to confer lasting happiness upon mankind. The reason for such failure is because these plans have not been based upon true Science or true art.

The major reason for the failure of mortal plans is ignorance of the nature of God and man. Because of this ignorance these plans are not formulated upon the recognition that the art of living is an individual matter instead of a collective endeavor. This vital truth is well illustrated in the reply of a well-known clergyman, who, with a number of others, was asked the question, "If Jesus were with us today, what remedy would he offer for our present-day problems?" The clergyman referred to said, in substance, "It would be difficult to say just what the Master would offer; but of this we may be sure, his remedy would not be political in its nature, because he always dealt directly with the individual."

A careful study of the teachings of Jesus shows that he taught the fundamental truths of being and showed that they must be practiced, applied and lived by the individual. Christian Science is in line with the Master's teaching in revealing the truths of being and in showing that these must be demonstrated by the individual. I desire that you clearly recognize this foundation stone of Christian Science, as it will enable you to understand the wonderful demonstrations which frequently rescue individuals when the consensus of human opinion has indicated no way of escape.

The individual demonstration, stressed by Christian Science, not

FEDERAL FUNDS FOR NEARBY HIGHWAYS

Approval of 94 projects, encompassing 2,460 miles of National forest highways in California, was given this week by the Secretary of Agriculture, it was revealed in a telegram received by U. S. Regional Forester S. B. Show in San Francisco.

Several nearby mountain roadways are promised by the announcement, including improvement on the roads to Mt. Wilson, Mt. Islip, San Gabriel back country and Angeles Crest. During the fiscal years of 1936 and 1937 California will receive approximately one million dollars annually to continue construction of its extensive forest-mountain highway system.

WHITE CANES SHOULD COMMAND RESPECT

Many motorists are not giving proper consideration to the blind carriers of the white cane. It is possible that they are not aware that the canes are as commanding a stop sign as any other traffic signal, states the Public Safety Department of the National Automobile Club. Drivers should give the way to those unfortunate who have enough to bear without the added injury possible from the motorist.

TICK O' THE CLOCK LYRICS ARE BY A SIERRA MADREAN

"Tick O' the Clock," a book of songs composed for first grade pupils, with music by Mrs. Elthea Turner and lyrics by Mrs. Florence Eakman, was presented on programs Friday and Saturday at the Wilshire Methodist Church. The church is holding an exhibition of work of its congregation for the past year.

New Registration Began On Monday

Voters attention! Beginning Monday, January 28, and continuing until February 28, every eligible voter who has allowed his registration to lapse may register at the City Hall. Anyone who registered for and who voted at either the August primary or the November general election need not register unless he has moved since that time.

only leaves one free to begin his demonstration whenever he so desires, but also frees him from the blighting sense of discouragement, both from his own and from what may be termed general human belief. In other words, one does not have to wait for mass conditions to improve nor a final day of judgment. He realizes as he demonstrates the propositions of Christian Science that "one with God is a majority." By this method not only are the individual's conditions improved, but world conditions as well. Every time a truth is declared and every time some mortal discord is overcome through the realization of truth the general human consciousness is, in that measure, being improved and purified. Indeed it is only by such method that world salvation is to be effected. It is manifest that since nations are but aggregations of individuals, in the degree that the individual is redeemed nations are redeemed. It is evident that when individuals refuse to quarrel there can be no national quarreling.

MAN
The questions which have arisen in the human mind concerning man—as to who he is, what he is, whence his origin, where his destination, and why he exists, have puzzled the most profound thinkers of the ages. It remained for Mary Baker Eddy to give the world-satisfying answers to all queries of this nature. As a basic statement, Christian Science declares that man made in the image and likeness of God is spiritual, not material; individual, but not personal. The analysis of the word "person" applied to human beings is illuminating and helpful. The word comes originally from the Latin "persona," meaning "a mask," and is defined thus: "A 'person' is one who impersonates a character." The word "mask" exactly conveys the point I desire to make clear to you. Mortal personality is the mask hiding the true individuality of man. Soon after I perceived this interesting fact, I had occasion to observe a group of people assembled from various walks of life. The thought of masks recurred to me, and I realized that the various phases of mortality presented were but masks. There was the mask of youth, of middle age, of decrepitude, of sadness, illness, and worry. It was very helpful to know that the masks confronting me were but the seeming externalization of the various states of consciousness of those wearing them; that these masks could be changed as the wearers manifest changes in consciousness when purified and rectified by Christian Science teaching.

This process is clearly outlined by Mrs. Eddy, who writes (Science and Health, p. 248). "Immortal Mind feeds the body with supernatural freshness and fairness, supplying it with beautiful images of thought and destroying the woes of sense which each day brings to a nearer tomb." The real man, then, is the expression of the divine character, and his reason for existing is to express God. As to his origin, Christian Science teaches us that he coexists with God, dwelling forever an idea in infinite Mind, without beginning or end. The highest goal of human endeavor is to acquire an understanding of spiritual existence, or, as Paul puts it, "Then shall I know even as also I am known;" in other words, as God knows me.

Mrs. Eddy has said that "the starting-point of divine Science is that God, Spirit, is All-in-all, and that there is no other might nor Mind—that God is Love, and therefore He is divine Principle" (Science and Health, p. 275). This premise is demonstrably true, and is proved by every healing in Christian Science. But it will be necessary to concede this premise in order to have opportunity to prove its correctness. It will be comparatively simple and easy to make the concession at this hour, for the teaching of leading natural scientists is now agreeing with Mrs. Eddy that the universe is mental; that is, the natural scientists have discarded the old theories that the universe is material or that it is part mind, part matter. Many of these authorities might be quoted; one I think will be sufficient. Sir

James Jeans writes in his latest book, "The Background of Science," thus: "Our last impression of nature, before we began to take our human spectacles off, was an ocean of mechanism surrounding us on all sides. As we gradually discarded our spectacles, we saw mechanical concepts continually giving place to mental. If from the nature of things we can never discard them entirely, we may yet conjecture that the effect of doing so would be the total disappearance of matter and mechanism, mind reigning supreme and alone." It will be observed that these conclusions of the natural scientists mean nothing to Christian Scientists, because the natural scientist has not yet perceived that Mind is One-God. The natural scientist is only beginning to perceive dimly some of the primary truths which Mrs. Eddy has perceived in their entirety.

MRS. EDDY
When the Discoverer and Founder of Christian Science gave to the world her wonderful book, "Science and Health with Key to the Scriptures," in the year 1875, it was immediately bombarded by the materialists. It was said to be absurd, illogical—the work of the devil. Later, when all of this had been disproved and the book had become a power in religious, medical and scientific circles, a attack shifted to Mrs. Eddy herself. It was declared that she was not the author, and many false statements as to her life and character were sent forth, in the vain hope of discrediting the Cause of Christian Science. Many arguments and speculations were advanced concerning unimportant historical data, all having the same objective—that of discrediting Mrs. Eddy and her discovery.

Mrs. Eddy, however, with calm courage, based upon a spiritual understanding of God, pressed bravely on, and, like Paul, might have declared, "But none of these things move me, neither count I my life dear unto myself, so that I might finish my course with joy, and the ministry, which I have received of the Lord Jesus, to testify the gospel of the grace of God." Now we can affirm with gratitude that Mrs. Eddy's accomplishment is firmly established from every point—legal, scientific, and literary.

Leading thinkers in natural science are rapidly changing their viewpoints and are now favoring a meta-physical basis, as a premise from which may be deduced the facts concerning the universe. As an example of this, one of the foremost electrical engineers of the world declared: "I think the greatest discovery will be made along spiritual lines. Here is a force which history clearly teaches has been the greatest power in the development of man and history. Some day people will learn that material things do not bring happiness and are of little use in making men and women creative and powerful. Then the scientists of the world will turn their laboratories over to the study of God and prayer and the spiritual forces which as yet have hardly been guessed at. When that day comes the world will see more advancement in one generation than it has seen in the past four" (Christian Science Sentinel, Vol. XXXII, No. 40, p. 798).

The "greatest discovery" pro-

phesied by this electrical genius was already here, long before his words were spoken,—the discovery by Mary Baker Eddy of the divine Principle underlying the works of Jesus, in other words, Christian Science. She not only discovered this great spiritual truth, but gave it to the world, and she established the art of Christian Science, or, to use the definition of the word "art," the "employment" of spiritual "means" which all may utilize and prove.

If one desires to prove the truth of these statements nothing can hinder; nothing can prevent one from entering the path which leads to eternal life. One desirous of gaining a practical, demonstrable knowledge of Christian Science will necessarily require its textbook, "Science and Health with Key to the Scriptures" by Mary Baker Eddy. In this book are simple rules which will permit the student to prove the propositions enumerated there. Such students will also find the Sunday services held in the Christian Science church of great value, as they set forth and elucidate the truth, or spiritual meaning of the Bible. The Wednesday evening testimony meetings are a source of hope, courage, and inspiration. At these meetings solutions of every conceivable kind of human problems are related, giving the hearers

conviction that Christian Science is a religion of proof, a religion which enables its followers to enjoy the blessings promised the righteous, here and now.

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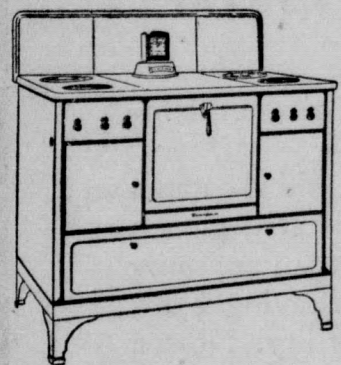
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SANTA ANITA TRACK WILL CUT NICE FAT MELON AFTER TURF DOMS GREATEST RACE

By Harry Burke

THE Santa Anita race track, after about thirty days of racing, and a pari-mutuel intake of more than five million dollars, seems well on the road to prosperity. The so-called depression, so far as the Arcadia track is concerned, has been left "at the post." Each succeeding Saturday smashes the pari-mutuel records, last Saturday topping the \$400,000 mark. The average week day "take" is over \$150,000.

Before the Christmas Day opening it was said that during the 53-day meeting the betting machines would probably handle ten million dollars. Now, with the help of the added two weeks of racing, it is expected to go close to fifteen million.

From the very beginning the Los Angeles Turf Club received the united support of the newspapers and business organizations. It was expected to bring visitors and money to Southern California, and has. The Turf Club promised to bring the best race horses in training to Santa Anita and has. It offered as a lure the richest stake known to the turf, \$100,000. This great prize was publicized as a magnanimous gesture. It brought Cavalcade, Twenty Grand, Head Play, Statesman, Equipose and practically every other famous steed of the day to the Arcadia stables. The public looked forward to seeing a great sporting spectacle on February 23rd.

Now the public learns that the great magnanimous gesture will be contributed by those who pay at the gate. Santa Anita announces that on February 23rd those who pay the usual \$1.10 will have to go to the inside field, the grand stand area will cost \$3.30 for admission, the grandstand \$4.40, and the club house \$5.50. An average of \$3.57. On Christmas Day 30,7000 passed through the turnstiles. It is reasonable to expect that on February 23rd over 50,000 will be present, possibly more. And 50-

000 admissions at an average of \$3.57 would put \$178,500 through the gates. Add to this the ten percent the track takes from the machines (eight percent allowed by the State and the two percent "breakage") and Santa Anita will be able to cut a nice fat melon.

Kiwanis Kolumn

OUR regular luncheon meeting Tuesday noon was rather unusual—several members being conspicuous by their absence, due to sickness, too much business, etc. Others were conspicuous through tardiness. Of course Dr. Peterson and Dr. Gossard are often delayed, but Charley Klunk and Cope Copenhaver—well the reception committee seemed to be right up on their toes to see that all late comers were treated right.

Dr. Woehler sprung a complete fadeout by not getting there at all—of course it must be quite a task for Jack to shave and bathe all the same forenoon.

Several members attended the funeral services of William J. Lawless after the meeting. Bill will be missed by all of us, for he was a booster—not only for Kiwanis, but for Sierra Madre, too.

J. Harris, a member of Kiwanis, from Moorhead, Minnesota, lunched with us—also several members from Monrovia club.

See you next Tuesday.

—Roy Pickett.

PENNSYLVANIAN PARTY HERE FOR THE WINTER. Dr. and Mrs. W. W. Shaffer and son, Billy; Mrs. Nesbitt and Miss Mary Duckeck arrived on Monday from Pennsylvania to spend the winter in California. Dr. Shaffer is the son of Daniel Shaffer and brother of Mrs. Albert Wheeling, of East Central avenue. The visitors have taken a house in Pasadena.

Rounsaville, New Shrine Potentate, A Philadelphian



LAFAYETTE S. ROUNSAVILLE newly elected 1935 Potentate of the Shrine Temple of Los Angeles, the third largest temple, Ancient and Accepted Order of Nobles of the Mystic Shrine in North America. Al Malaikah now has a membership of over 14,000. Potentate Rounsaville, elected at the Annual Session of Al Malaikah at Shrine Auditorium, last Saturday, is a life member of Al Malaikah, having been admitted to the Shrine in 1912. He was born in Philadelphia, Pa., in April 1884 and came to Los Angeles in 1903.

Could This Horse Have Strayed Away From Santa Anita?

Officer Harlan Gerlach, who is Sierra Madre's ex-officio Royal Mounted by reason of his penchant for the horses lodged at Santa Anita, discovered Sunday what had become of that stallion in Saturday's sixth race.

"At the time of the race," Officer Gerlach declared, "I had some curiosity about that horse. He never did come in, and I naturally became quite worried, aside from my financial embarrassment."

Sunday he was informed that there was a dead horse lying at Park and Orange Grove. Sure enough there was. So he notified the manager of the Baldwin Ranch, thusly:

"You better come and get this horse because some poor stable owner may want the carcass to mount on another turtle chassis next Saturday. But they can't fool me twice on the same deal. I'll remember the blaze on this animal's forehead and lay my money strictly on black browed fillies!"

Of course it may have been a work horse at that. The Baldwin manager said it was.

Installation Date Fixed For Officers Of New V.F.W. Post

Installation ceremonies of the newly organized Sierra Madre post of the Veterans of Foreign Wars will be conducted at the Park House Wednesday evening, February 13, it was announced at the organization's meeting Monday night. The ceremonies will be directed by R. F. Nichols, department vice-commander of the California-Nevada district.

Collin Hill and Benjamin Stinman were chosen as county council delegates, with R. O. Shearer and Harry Holland as alternates. J. W. Starr, Collin Hill, and Harry Holland were named on the installation arrangement committee. Word was received that the local post has been assigned number 3208 by the National VFW headquarters.

SEDANS CRASH BUT NO ONE IS BADLY INJURED

Two sedans, both driven by women, collided at the intersection of Lima street and Highland avenue Monday, no damage being done to either car. One car, driven by Mrs. Virginia Wood of 234 North Lima street, was going north on Lima, and the other, driven by Mrs. Edith Jardine, of 461 Sturtevant Drive, was proceeding east on Highland, at the time of the accident. Several neighbors phoned police headquarters and Chief of Police McMillan investigated but no complaints were filed.

SIERRA MADRE GIRL WINS IN NATIONAL CONTEST

Leona High, young Sierra Madre grammar school pupil, was the winner of a cash prize this week for her essay submitted in a nationwide contest on the food value of bread. The contest was sponsored in an effort to interest children in the nutritive qualities of bread.

TEA AT CONGREGATIONAL CHURCH THIS AFTERNOON

A complimentary tea will be given this afternoon in the Ladies Parlor from 2 to 4 o'clock by the Women's Society of the Congregational Church. The affair is being given for all the women in the church and their friends. Everyone interested is invited.

Whole Neighborhood Is Aroused When Amateur Goes Hunting Honey

HARRY SCOTT, of Scott's Good Food Grill, has retired from the bee business. Ditto Mrs. Scott. Also a guest of the Scotts who had the misfortune to make a call when Mr. Scott was in the act of invading the inner recesses of his hive.

Perched on top of the chicken house, Mr. Scott appeared to be

Founding Of The CE To Be Celebrated

TO celebrate the founding of the first Christian Endeavor society in the Williston Congregational church by the late Dr. Francis E. E. Clark, 54 years ago Saturday, two events will take the attention of C.E.s. A birthday banquet is being given by the Los Angeles county fellowship club at the Royal Palms Hotel on South Westlake in Los Angeles, for all Christian Endeavor union officers, adults, senior young people and alumni tomorrow (Saturday) night. Sunday evening, the three societies will hold their meetings with the topic, "Wanted! Youth for the Kingdom!" Much of the evening service is also to be in charge of C.E.

With Merrill Smith as chairman, either he or his brother as song-leader, a brief talk by Sam Hohri, a duet by Rosemarie Forrester and Mary Sheriff, and several other musical features included in the tentative program. Many Endeavorers, active now or in former years, should be in attendance at the evening service in Bethany church Sunday night.

Tonight at Buddy Walsworth's home, 20 South Baldwin avenue, the Junior High society will get together for its monthly party. Sunday afternoon at 5 o'clock, the Nipponese young people's society is invited to attend a meeting at the F. D. R. Moore home. After the serving of some refreshments, the group will adjourn to their service in Bethany hall at 6:15.

J. O. Smith, recently elected president of the Pasadena Fellowship Club and former president of the California C. E. Union, has been selected as vice-chairman of the committee working on preparations for the Los Angeles county union's great conclave in May when 5000 Endeavorers will be guests of Pasadena.

Tickets are now being sold for the spring booster banquet of the Pasadena division to be held Saturday night, March 2, in the I.O.O.F. Temple in Pasadena. Reservations should also be turned in right soon if you want to go on the house party of the county union sponsored by the Tahquitz club and the Los Angeles playground commission at Camp Seeley February 22nd and 23rd.



By Henry Ivins Haverhurst

It may seem a far cry from Art to adult education but it isn't. Fact of the matter is they are first cousins—at least.

Our endeavor for nearly two years has been along the line of adult education in art through the Municipal Art League. Recently a friend came down to the Old Barn studio to spill his troubles to us. He was blue as indigo . . . could not get on any of the relief set-ups on account that his wife had a good job. At one time he owned considerable property but that had been wiped out by the depression. In fact this friend said everything is going to the bowwows. He was good fodder for Communistic propaganda. He confessed that he had so much time to "kill" that he "went about goofy." I asked him why he did not take up some course in the adult education classes and suggested that he join the Art League.

"Draw," he drawled, "H—, I couldn't draw a straight line with a ruler."

We gently explained to him that that was not the object of art instruction, but suggested the many other courses that are offered in the adult branch of free education. He admitted that he had thought vaguely of doing this to "kill time" but nothing interested him.

Now if this friend forms a cross section of many who are in the same state of indecision and have so much time to "kill," why would it not be a wise act for the Board of Education to include in their adult classes a class to embrace this group of wanderers and help to interest and guide them in a course of study for which they might be best fitted and one that would be of interest to them? We believe the subject is worthy of consideration.

MRS. TYLER RECOVERING FROM MAJOR OPERATION

Mrs. Tom Tyler, of East Montecito avenue, underwent a major operation on Monday at St. Luke's Hospital. Dr. M. H. A. Peterson performed the operation. Mrs. Tyler has been receiving treatment at the hospital for several weeks. She is reported to be getting along as well as can be expected.

They say the German bees sting is much worse." "Pardon me," said the departing guest, "no complaint at all regarding the effectiveness of the Scott breed of bee." Result—plenty of sting—no honey. The bee boxes were bare.

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		Vanilla 23 ^c	

Tuna		Chicken of Sea		2 No. ½	
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Peas		Del Monte		2 No. 2	
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Soup		Van Camp		2 10 oz.	
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Shredded Wheat		Regular		12 ^c	
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Peaches		Mariposa, Halves		2 for	
				25 ^c	

Scot Towels		2 rolls with		holder — all for	
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Fancy Winesap		Apples		6 pounds	

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Large Navel		Oranges		each	

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U.S. No. 1 Russet		Potatoes		10 pounds	

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WORK WANTED

BERTHA ROLFE, formerly of the Book Box, will care for children and do mending. 40 S. Hermosa. Phone 191-2. —18*a

HOUSEKEEPER with 7 yr. old child desires work. Mfr. preferred. Box A, News Office. —18*20a

FURNITURE repairing, carpentering, painting and general repairs, door locks and windows. Call, The Handy Man. Phone 334-1. B. A. Platte. 11:tf

SELF HELP COOPERATIVE—No. 57—We take down or top dangerous trees. We exchange. See Office, 36 Auburn, or call 352-1. —10:tf

GARDENER, elderly, reliable, wants private work, room and board. Address Box 311, San Diego. 14:16a

HARDWOOD FLOORS polished. 50c a room. Old floors made like new. Oak floor installed over old pine floor. Call Arcadia 2830 or Address Box K, News Office. —14:16a

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FOR RENT—Four room modern house and garage, \$8 a month. 415 W. Highland. See Thos. Neale, real estate agent. —18:20d

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FUNERAL Flowers, Sprays, \$1 up. Ward Nursery & Florist, Mt. Trail and Laurel. Ph. 1614. —1:tf

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NOTICE OF FORECLOSURE SALE

SHERIFF'S SALE No. 375,334

KATHARINE L. SCHWARTZ, Plaintiff,

—vs.—

HOMER B. TUTTLE: CATHARINE TUTTLE, TITLE INSURANCE AND TRUST COMPANY, A CORPORATION, AND EDWIN WALDO WARD, Defendants.

Order of Sale and Decree of Foreclosure and Sale—

Under and by virtue of an order of sale and decree of foreclosure and sale, issued out of the Superior Court of the County of Los Angeles, of the State of California, on the 8th day of January A.D. 1935, in the above entitled action, wherein KATHARINE L. SCHWARTZ, the above named plaintiff, obtained a judgment and decree of foreclosure and sale against HOMER B. TUTTLE, ET AL, defendants, on the 26th day of July A.D. 1934, for the sum of ONE THOUSAND FIVE HUNDRED SEVENTY-EIGHT & 75/100 (\$1,578.75) Dollars cash lawful money of the United States, which said decree was, on the 30th day of July A.D. 1934, recorded in Judgment Book 894 of said Court, at page 59, I am commanded to sell all that certain lot, piece or parcel of land situate, lying and being in the

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"CATS AND DOGS"

In an investment sense, this is a term applied to a large class of securities which may originally have been fairly sound. In the past few years they have become highly speculative and with a dubious and uncertain future. Some of these may work out satisfactorily. Unfortunately for the majority there are no favorable facts to justify hope of recovery. Many of these show you a considerable loss. Whatever its present value, will you recover your loss quicker in an investment cripple or in a security which has every investment and appreciation factor in its favor; one which has proven a prime investment for over a century. Your money was hard-earned and rates the same effort in protecting it.

HOWARD B. CANT, Tel. 214-3
Investment Service from the Investor's Standpoint

ROOMS --- BOARD

FOR RENT—Room to elderly lady; board if desired or kitchen privileges. Quiet, modern home, furnace heat. Tel. 255-3. —18:tf

MISCELLANEOUS

MRS. BLANKE is still making homemade cake to order. Tel. 255-3. 18:tf

S. ANCIS, noted instructor, lessons in Solfeggio, Elementary and Advanced Harmony, Counterpoint and Fugue, and Form Analysis, individually and in groups. For information call 237-1. —19:1

INSURANCE

LET ME write your Insurance on Car and Home, on easy payment plan. T. W. Neale, 86 W. Central, Tel. 1161. 19:ins

MONARCH
ROOFING
... COMPANY ...
RELIABLE ROOFERS
SIERRA MADRE 1834Young Sierra Madre
Sailor Soon Gets
Habits Of Old Salts

Wilbur Clayton, Sierra Madre sailor aboard the U. S. S. Portland, now stationed at Bremerton, Washington, writes home in a vein that indicates he has already picked up the sailor's fancy for what is known as the "yarn."

"We hit some pretty rough weather off the coast of Oregon," he said. "The ship rolled so much that our soup was omitted from the menu, and dishes couldn't stay on the table. You may think I exaggerate just a little when I say that the ship rolled so much that the smokestacks dipped water, and in the morning there were footprints on the bulkheads and ceiling. Of course you weren't aboard, so my word goes."

DOUBLE FEATURES AT
THE LYRIC THEATRE

"The Captain Hates the Sea," with Victor McLaglen and Wynne Gibson, is being shown on a double feature program scheduled for three days starting Sunday at the Lyric Theatre, Monrovia. "Lady By Choice," with May Robson and Carole Lombard, completes the program.

Starting Wednesday for four days will be "Broadway Bill" with Warner Baxter and Myrna Loy and "West of Pecos," with Richard Dix and Martha Sleeper.

County of Los Angeles, State of California, and bounded and described as follows:

Lot eight (8) of Santa Malina Tract in the City of Sierra Madre, County of Los Angeles, State of California as per map recorded in book 9 page 146 of maps in the office of the county recorder of said county.

Together with the tenements, hereditaments and appurtenances thereunto belonging, or in any wise appertaining.

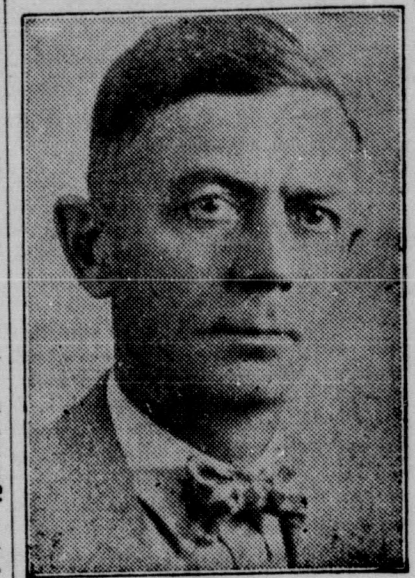
PUBLIC NOTICE IS HEREBY GIVEN That, on Monday, the 4th day of February, A.D. 1935, at 12:00 o'clock, M. of that day at the East Entrance to the Hall of Justice, City of and County of Los Angeles, I will, in obedience to said order of sale and decree of foreclosure and sale, sell the above described property, or so much thereof as may be necessary to satisfy said judgment, with interests and costs, etc., to the highest and best bidder, for cash of the United States.

Dated this 11th day of January, 1935.

E. W. BISCAIUZ,
Sheriff of Los Angeles County.
By H. A. LLEWELLYN,
Deputy Sheriff.

W. C. DALZELL,
Plaintiff's Attorney.

—16-19

Newman Heads
Avocado Growers

C. V. Newman

C. V. Newman of Tustin is now beginning his 11th year as president of the Calavo Growers of California, having been re-elected unanimously at the annual meeting just held. The calavo-avocado growers, marketing cooperative has increased, during the ten years that Mr. Newman has been president, from 104 growers to 1,865 today. The crops handled have jumped from 147,000 pounds for 1924, up to an expected production of nearly 15,000,000 pounds of calavos for 1935. Through cooperative effort, growers have steadily increased demand for this salad fruit by using business-like methods of packing, distribution and advertising.

James D. Hoffman, of Pasadena, was elected district director to represent this district on the board.

Grand Opera Season
Will Open Tonight

With the opening of the Los Angeles grand opera season at the Philharmonic Auditorium to include 18 performances beginning this evening, February 1, the San Carlo Opera Company will follow operatic tradition by presenting Verdi's pageant opera "Aida," the great composer's masterpiece.

Aida has probably been the opening bill of more grand opera seasons than any other music drama in all operatic literature. The reason is obvious. Aida contains everything that goes to make grand opera GRAND. It furnishes a vehicle for the opera company to present in one opera four stellar artists. Within ten minutes from the time the curtain rises, two of the greatest arias for tenor and soprano are sung, followed closely by a majestic ensemble employing the entire resources of the company.

GEORGE ARLISS AT
ARCADIA'S THEATRE

George Arliss in "The Last Gentleman," starring Ann Shirley and "Caravan" with Loretta Young, Jean Parker and Philip Holmes, will be seen for the last time tonight and Saturday at Gillette's Arcadia Theatre, Arcadia.

Coming Sunday are "Ann of Green Gables," starring Ann Shirley and Tom Brown, and "Murder in the Clouds," with Lyle Talbot and Ann Dvorak.

Wednesday and Thursday Sylvia Sydney in "Behold, My Wife," and Irene Dunne in "Sweet Adeline," are scheduled.

BILL KNIGHT BACK ON THE
JOB AFTER LONG LAYUP

Bill Knight returned to the Sierra Madre Garage this week after being confined to his home for the past two months with a broken ankle. He is the garage foreman in charge of automobile repairs.

COTTON BLOSSOM SINGERS
COMING TO CHURCH HERE

The Cotton Blossom Singers from the Piney Woods School, Mississippi, will present a program at the Congregational Church on Sunday evening, February 10, at 7:30 o'clock. An offering will be taken for the school.

THREE STATES TO PICNIC

The Wisconsin State Society will hold its winter picnic reunion, all day Saturday, February 9, in Sycamore Grove Park. All the tourists and visitors from the old home state as well as local residents are invited.

President Bill Campbell, of the Colorado State Society announces the annual picnic for all former residents of that state will be held all day, Sunday, February 10th, in Sycamore Grove Park.

The big winter event for the Missourians of all Southern California will be the great picnic reunion to be held in Sycamore Grove Park, Los Angeles, all day Tuesday, February 12th, Lincoln's Birthday Anniversary. Sam A. Seelman, president of the Missouri State Society of Southern California, has secured Governor Frank F. Merriam as the guest and speaker of the day.

SPRAYING IS TOPIC AT
GARDEN CLASS MEETING

The Garden Class at the Monrovia-Arcadia-Duarte High School at its next meeting, Tuesday night, February 5, will talk on "Spraying: Why? What? When? Where?" Also if time permits will discuss "Varieties of Yellow Roses." All interested in gardening are invited.

CITY MOURNS
PASSING OF
W. J. LAWLESS

(Continued from Page One)

city by the largest vote given anyone for that office up to that time. He was the balance wheel of the Council, the younger members having great respect for his sage advice and experience.

"The city of Sierra Madre has suffered a great loss," said City Manager Myers, yesterday. "Bill Lawless did many fine things few knew anything about."

He leaves a widow, Mrs. Carrie Lawless, for many years a prominent civic worker. The Lawless home, in which he spent his last days, is considered one of the finest in Southern California.

Funeral arrangements were in charge of Grant Funeral Parlor, and interment was at Inglewood Cemetery. Masonic burial services were conducted by Dean Bode. Past presidents of the Kiwanis Club acted as active pall bearers and included Dr. John Wheeler, Charles B. Klunk, William Middough, W. E. Pratt, Clarence Huntsinger, and Frank Spencer. J. N. Hawks, George E. Morgridge, Carl Peglar, C. W. Jones, W. A. Evans, and members of the City Council.

LITTLE BOY BLUE

Little Boy Blue, come blow your horn.

There's a Government Agent counting your corn.

Another one lecturing the old red sow.

On the number of pigs she can have and how.

Pa's gone to town to find out what.

He can do next year with the old meadow lot.

Ma's at the radio, hearing them tell.

How under the New Deal there ain't no hell.

Aunt Mame is in Washington, dragging down pay.

From the P.D.G. or the A.A.A.

The hired man quit when the work didn't please.

And got a job trimming Government trees.

They'll be telling you soon, if you don't take care.

Where you can live and what you can wear.

How much you must pay for your pants and your shoes.

So this is no time to be taking a snooze.

Little Boy Blue may be buried deep.

Under red tape, but he's not asleep.

—Smyth County News, Va.

True Detective
Story by Vance Wynn
© Public LedgerThe Man With the Dark
Lantern

WHO killed John Hayes in the old inn between London and Oxford?

The facts can be stated very briefly.

The gentleman in question was an English squire of great wealth.

On his way from the capital to the old university town he stopped at a tavern kept by Jonathan Bradford.

There were two other guests at the place and Mr. Hayes struck up an acquaintance with them.

They had supper together, and during the course of the meal the squire laughingly remarked that he had a large sum of money with him.

The two other guests—Brown and Harley—exchanged significant glances at this unexpected confidence.

Bradford, the landlord, was in the room at the time, and it was noticed he listened to this part of the conversation with eagerness, if not greediness.

Late that night each of the three guests was escorted to the room that had been assigned to him.

John Hayes was domiciled in a middle apartment on the second floor, and his valet was placed in a room on the same floor and in the rear of the house.

James Johnson, one of the permanent guests of the inn, sat up late that night reading.

He used a candle which stood in its socket on the table, and just when this began to sputter Johnson was aroused by sounds of a scuffle in the adjoining room.

This was the apartment to which John Hayes had been assigned.

Sounding the alarm, Johnson rushed to this room and, opening the door, rushed in.

To his horror he saw a man in the bed, covered with blood.

Standing over him, with a knife in his hand and a dark lantern fastened to his arm, was another man who averted his face.

Johnson was so petrified with astonishment that he was unable to speak.

Two other boarders came into the room, and they were so shocked that they were helpless.

In the meantime the man with the lantern slipped around the foot of the bed and out into the darkness of the night.

The police were summoned and they began the investigation to dis-



Round the Town

Miss Mary Anderson and Miss Margaret McAndrews spent Wednesday in Ontario.

E. E. Bacon, of 240 Alegria avenue, returned to his office on Monday, following an illness of a week.

Mrs. Samuel Sea, of 198 West Montecito avenue, enjoyed the weekend with Alaska friends in San Diego.

Donald Thayer, of 197 West Montecito avenue, spent last week in El Paso, fulfilling a singing engagement.

Mrs. Valentine Ratliff, of East Central avenue, went to Brentwood on Monday to visit relatives.

Art Embree and Emile Smith returned to their duties at the Post Office on Tuesday following illnesses of a week.

A group of Bible Forum members went to South Pasadena on Tuesday night to hear Dr. Brewster Eddy's lecture.

Mr. and Mrs. F. L. Grossman, of Seattle, Wash., are visiting Mr. and Mrs. Frank H. Bryan, 60 East Carter avenue.

Frank Partridge, of Malta, Montana, visited Julius Lauber and Bob Myers, former Dickinson, N.D., friends, on Tuesday.

Capt. E. G. Everett, of 68 Vista Circle Drive, suffered a relapse from his recent cold and is again confined to his home.

Mr. and Mrs. John G. Cox and son, of Los Angeles, were visitors on Sunday at the home of Mr. and Mrs. Frank E. Cox, 711 Alta Vista Drive.

Mrs. Edna Taylor, of 330 West Grand View avenue, is quite ill at her home. Her many friends are wishing her a speedy recovery.

Roy J. Walsworth, of 20 South Baldwin avenue, suffered a heart attack about a week ago and has been confined to his home since.

Mr. and Mrs. Thomas Bell moved this week from their home at 38 Windsor Lane, to take up residence at 800 Earl Street in Rosemead.

Milton Hollingsworth, vice-

president of the Sierra Madre Savings Bank, returned to his duties this week, following an illness of a week.

Miss Althea Croxson, who moved with her parents to Coulie, Dam, Wash., recently has enrolled at the University of Washington for the coming semester.

Mrs. Rudolph R. Hartman, of 460 North Lima street, has been ill this week.

Mrs. B. J. Culbertson and Miss Ethel Culbertson, of Glendale, were callers at the home of Mr. and Mrs. William Laidlaw, 83 North Sunnyside avenue, on Sunday.

Mrs. Harriet Buckingham, 138 1/2 West Montecito avenue, returned on Wednesday from Whittier, where she visited her parents for five days. Her father, who has been ill, is improving. Mrs. Buckingham reports.

Russell Lovejoy, Jr., son of Mr. and Mrs. Russell Lovejoy, of 47 West Grand View avenue, received a bad cut on his head on Wednesday, when his small brother, David, accidentally hit him with a hoe. Dr. J. Earl Gossard treated the wound which was not serious.

Mrs. E. S. Meyer and children, of Long Beach, are guests of Mrs. Meyer's aunt, Mrs. E. E. Bacon, of 240 East Alegria avenue, for a few days, while Mr. Meyer is on a voyage on the W. J. Hole yacht.

Mrs. Vera Foster, of Alhambra, has been the house guest of Mrs. Robert Babbitt, of 314 West Central avenue, for a week. Her father, Joseph Welling, of Alhambra, passed away last week and was taken to Potsdam, N.Y., for burial by Mrs. Welling and son. It was during Mrs. Welling's trip east that Mrs. Foster visited in Sierra Madre.

Your License Plates

May be Secured Through Us
Until February 14

There's No Service Charge

Cars Washed & Polished

A Thorough Grease Job
only \$1

Complete Machine Shop

Cars Called For and Delivered

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Authorized Ford Agent, and Independent Gas Dealer

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Frank Lovell, Proprietor

CENTRAL MARKET

CHAS. E. DAVIS FREE DELIVERY TWICE DAILY

38 WEST CENTRAL PHONE 97

Butter Colorado Gold lb. 37c

Brookfield lb. 38c

Bacon Swift's or Hormel's 33c

Lamb Legs lb. 28c

Shoulder (whole) lb. 19c

Cheese HOFCO York State 2 years old lb. 40c

(A treat for lovers of real cheese)

Chicken Giblets lb. 45c

Mock Chicken Legs each 5c

Sho'd'r Veal Roasts lb. 18c

Ground Veal Loaf lb. 18c

Pot Roasts Fancy Steer 17c

Nut Margarine Wilson's 16c

(a Quality Product)

Fluffo a vegetable shortening for all purposes lb. 15c

Salt Mackerel Eastern each 18c

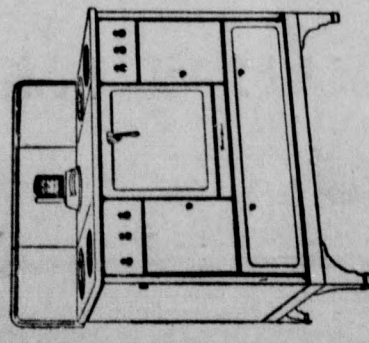
Old-Fashioned Ring Bologna, Hormel's Canadian Bacon

Fresh Fish, Fresh Oysters, Finnan Haddie

EASTERN STAR SOCIAL
CLUB TO SPONSOR DANCE

The Eastern Star Social Club is sponsoring a dance at the Masonic Temple next Saturday evening, February 9. Everyone is cordially invited.

EXPERT COOKING IN YOUR OWN HOME automatically!



Only this range can do it

Westinghouse
Dual-automatic
FLAVOR ZONE RANGE

Sierra Madre Furniture Co.
"Everything for Your Home"
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RELIABLE ROOFERS
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— THEATRE —
44 East Huntington Drive
ARCADIA
Admission 10c and 25c
Tonight and Saturday
February 1 and 2
George Arliss
in
"The Last Gentleman"
also
"CARAVAN"
with Loretta Young, Jean Parker, Charles Boyer and Philip Holmes
Comedy
Sunday and Monday
February 3 and 4
Ann Shirley and Tom Brown
in
"Ann of Green Gables"
as well as
"MURDER IN THE CLOUDS"
Lyle Talbot, Jean Doreak
Cartoon: "Trappee Artist"
and Metro News

Wednesday, Thursday, February 5-6
Sylvia Sydney in
"BEHOLD MY WIFE"
also
Irene Dunne in
"SWEET ADELIN"
Cartoon
Travelogue

"CATS AND DOGS"

In an investment sense, this is a term applied to a large class of securities which may originally have been fairly sound. In the past few years they have become highly speculative and with a dubious and uncertain future. Some of these may work out satisfactorily. Unfortunately for the majority there are no favorable facts to justify hope of recovery.
Many of these show you a considerable loss. What- ever its present value, will you recover your loss quicker in an investment or in a security which has every investment and appreciation fac- tor in its favor: one which has proven a prime in- vestment for over a century.
Your money was hard-earned and rates the same effort in protecting it.

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Investment Service from the Investor's Standpoint

SCOTTY'S GOODFOOD GRILL

Make the Sign of
the Scotty your
Rendezvous after
the races

DANCE

Masonic Temple
Saturday, Feb. 9

Eastern Star
Social Club
Admission 25c

Two Dates To Remember

St. Valentine's Dance
AMERICAN LEGION
Thursday, February 14th, 8:30 P.M.
Masonic Hall

GOOD MUSIC 50c COUPLE

Masonic Civic Dinner
Ptomaine Tommy's Famous "Size Dinner"
Sheriff Eugene Biscailuz, speaker
Tuesday, February 19th, 6:30 p.m., 50c

Ladies' House Slippers

TO CLOSE OUT 39^c and 59^c
Ladies' Black or Brown Trimmed Canvas Oxfords, with rubber soles and heels, pair
—Ladies' Exceptional Hosiery Values—
Silk or Chiffon Hose— 50^c, 59^c and 79^c
"Munsing Wear"
Guaranteed Shoe Rebuilding

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WHITE MAGIC GASOLINE
FIRESTONE - TIRES - SIEBERLING

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Arcadia

CUT RATE DRUGS LIQUORS

EVERYDAY SPECIALS

Squibb's Cod Liver 89^c

Oil, 12 oz. bot.

Squibb's Adex Tab- 89^c

lets (vitamin tonic)

Squibb's Milk of 39^c

Magnesia, lge. size

Rock & Rye Liquor \$1⁷⁵

full quart

Antique Gold Bourbon

Straight Whiskey \$1

pint

Town Tavern \$1⁹⁰

Straight Rye, qts.

Imported Scotch \$2²⁵

Dimple Bottle, pts.

Old Crow Bonded \$5

full quarts

—1000 Other Specials—

come down and see us

DOUG DOUGLAS,

THE DRUGGIST

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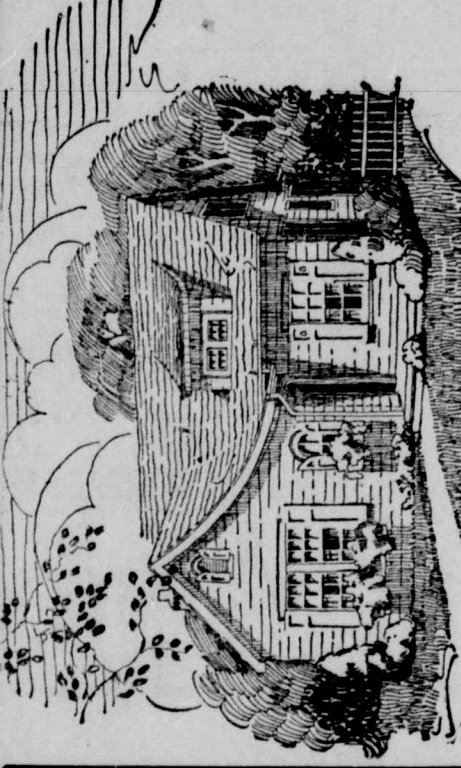
All makes portable type- writers and standard re- built machines. Low monthly payments. Expert repair service.

C. M. Hightower

Care of Woodson Jones
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Appearance Pays!

LANGLEY'S
BARBER SHOP
KERSTING COURT



What part are you playing in
Sierra Madre's big
Better Housing Campaign?

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J. S. Billheimer, Manager
35 E. Montecito Ave. Phone 23

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Buy a Trojan Battery

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It is no trouble to show you . . .
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Our Cleaning and Dying is the most expert money can buy . . .

When you send your clothes to us you may be sure that they will receive the same fine treatment offered by larger metropolitan establishments.

And also keep in mind—all of your work is done by tailors.

Agents for Sanitary Laundry

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14 West Central Phone 3

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Drop in regularly for our Home-cooked Dinner served from 11 a.m. to 8 p.m.

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FRIDAY, FEBRUARY 1, 1935

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Starts Sun. 3 Days

'The Captain Hates the Sea' —with— Victor McLaglen Wynne Gibson

'Lady By Choice' —with— May Robson Carole Lombard

'West of the Pecos' —with— Richard Dix Martha Sleeper

'Broadway Bill' —with— Warner Baxter Myrna Loy

4 Days Start Wed. Feb. 6

2★ (FEATURES)

Wash \$1.00 — We Recommend — Polish \$1.25 up

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AUTO LAUNDRY

52 North Baldwin Phone 005

SAFEGWAY STORES

Fresh Caught SEA BASS Sliced pound 16^c	Very Choice—No Bone BLACK COD Filet pound 18^c
Fancy Spring LAMB ROAST Shoulder pound 18^c	Fancy BEEF ROAST Chuck Cut pound 14^c
Swift's Acorn SHORTENING pound 10^c	Milk Fed — Fresh Dressed COLORED HENS pound 25^c

You will find complete line Swift's Cooked Luncheon Meats in our Markets

Skinned Shank Cuts . . . lb. 16c Butts lb. 18c Whole or Half, lb. 24c	Swift's Premium HAMS FAMILY SIZE 8 to 10 pounds Regular Style Whole pound 22^c
--	---

Swift Premium Sliced Bacon Half Pound package 17^c	Swift Fancy Dry Salt Pork pound 17^c	Swift Fancy Brookfield Sausage Half Pound package 15^c
--	--	--

Granulated Scotch Soap 2½ lb pkg 19c	Always Low Regular Prices	
1 Medium Size Granulated White King Soap and 2 bars	AIRWAY Coffee lb. 19c Assorted Flavors Jello . . 3 pkgs. 17c GRAPE NUT Flakes 9c MAXWELL HOUSE . lb. can Coffee 31c Yellow Label ½ lb. Lipton Tea . . . 42c Formay . . . lb. 20c Formay . . 3 lb. 53c Schilling . . . 2 oz. bot. Vanilla 23c	LA FRANCE solids Butter . . lb. 37½c LARGE FRESH Eggs . . . doz. 30c Holiday or Dinner Bell Oleo . . . lb. 13½c Fine Granulated Sugar . . 10 lbs. 48c MAXIMUM tall can Milk 6c Sesame . . . 16 oz. Bird Seed . . . 10c New Cube Flavored Jell Well, 3 pkg 17c Nucoa . . . lb. 17c
White King TOILET SOAP all for 21^c		

Tuna Chicken of Sea 2 No. ½ cans 25^c	Fancy Winesap Apples 6 pounds 19^c
Peas Del Monte Early Garden 2 No. 2 cans 27^c	Finest Ripe Bananas 4 pounds 15^c
Soup Van Camp Tomato 2 10 oz. cans 9^c	Large Navel Oranges each 1^c
Corn Beef Libby 12 ounce cans 13^c	LETTUCE Ice Berg Large, Solid each 5^c
Shredded Wheat Regular package 12^c	U.S. No. 1 Russet Potatoes 10 pounds 19^c
Peaches Mariposa, Halves large cans 2 for 25^c	
Scot Towels 2 rolls with holder — all for 35^c	

More for your money in quantity and quality in our BAKERY DEPARTMENT

Always an unusually large variety of Bread, Pies, Cakes and Rolls to select from.

THIS WEEK-END SPECIAL— One pound, cello-wrapped HOME STYLE SESAME LOAF **10^c**

FOR RENT—Room to elderly lady; board if desired or kitchen privileges. Quiet, modern home, furnace heat. Tel. 255-3. —18:tfh

MISCELLANEOUS

MRS. BLANKE is still making homemade cake to order. Tel. 255-3. —18:tfh

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Authorized Ford Agent, and Independent Gas Dealer
37-39 West Central Phone 82
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CHAS. E. DAVIS FREE DELIVERY TWICE DAILY
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Butter Colorado Gold . . . lb. 37c Brookfield lb. 38c	Bacon Swift's or Hormel's pound 33^c
Lamb Legs . . . lb. 28c Shoulder (whole) . . lb. 19c	Cheese HOFCO York State 2 years old . . lb. 40 ^c (A treat for lovers of real cheese)
Chicken Giblets lb 45c	Mock Chicken Legs each 5^c
Sho'd'r Veal Roasts lb 18c	Ground Veal Loaf lb 18c
Pot Roasts Fancy Steer pound 17^c	Nut Margarine Wilson's pound 16^c (a Quality Product)
Fluffo a vegetable shortening for all purposes lb. 15^c	Salt Mackerel Eastern each 18^c
Old-Fashioned Ring Bologna, Hormel's Canadian Bacon Fresh Fish, Fresh Oysters, Finnan Haddie	

Want Ads Pay

How Electric Power From BOULDER DAM Will Affect Southern California

For more than forty years the Southern California Edison Company has always maintained a large factor of reserve power capacity. This has been an important protection to customers and a safeguard against emergencies.

This reserve power is now made available for immediate sale by the prospect of early delivery of additional power from Boulder

Dam, which in turn will constitute the reserve for future years.

When electrical service was sold at a much higher rate than recently, it still gave a greater value for the money than anything else, in terms of time and labor saving, light, convenience and manifold utility. Now a new era dawns and brings with it another upward step in the standard of living, with a further reduction in unit costs.

YOU REDUCE YOUR RATE YOURSELF!

You are just entering the Electrical Age. You have never enjoyed all the benefits that electricity can give you. Surplus power brings that enjoyment now. Beyond light and minor power, you are going to use electricity for heating, cooking and refrigerating. White coal is here. More is coming from Boulder Dam. Throughout Southern

til the cost drops to only one cent per kilowatt hour.

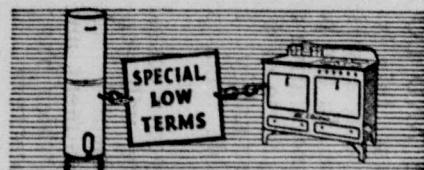
Your next step is to install and use an electric range. You will do it sooner or later, for convenience and efficiency, if not for style. Do it now. Then follow with an automatic electric water

heater. You can then use 450

Kilowatt hours for what it now costs you to use 175. Your lighting current will be such a small part of this total that you can increase it from two to four times at a net lighting cost less than you pay now. You can use more electricity for washing, ironing, refrigerator, radio, electric clocks, portable heaters and table



Homes using an electric range and water heater enjoy the use of more electric hours for every purpose at a lower average rate.



Investigate now the special combination offer on a modern electric range and water heater which gives you both for as low as \$11 down, available for a limited time at your dealers.

financial assistance through the National Housing Act.

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